JASMIN NORMATOVA

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EDUCATION

New York University | Shanghai, New York, Abu Dhabi

Bachelor of Science: Business and Marketing Major (Management Track), Interactive Media Minor
Magna Cum Laude Honors · GPA 3.87/4.0
Sept 2022 to May 2026

EXPERIENCE

Global Outreach and Media Intern |New York University Abu Dhabi (Feb 2026 - Aug 2026):

- Organized 7 outreach events, overseeing logistics, materials procurement, and setup, engaging 500+ prospective students
- Produced 8 short-form videos and posts for the @studyawayatnyuad Instagram, generating 800K+ views
- Designed promotional materials, including posters and merch, for study-away outreach campaigns

Assistant Director of Marketing & Creativity Commencement Committee |New York University Shanghai (Oct 2025 - May 2026):

- Managed the creative direction and brand identity for the Class of 2026 commencement, creating the official brand kit and visual style across all promotional material
- Designed promotional materials including posters, brochures, event visuals, and senior gift concepts aligned with class identity
- Managed the @nyushanghaiscc Instagram account, producing photo and video content, growing engagement by 30%

Creativity + Innovation Fellowship · Guochao Brand Playbook | New York University Shanghai (Jan 2026 - May 2026):

- Researched how Chinese brands use national identity ("Guochao") to build premium appeal, through fieldwork in 5 cities and analysis of 20+ Chinese and international brands
- Wrote and designed *Authored in China*, a 22-page playbook with 5 principles for authentic cultural branding, and presented it at the fellowship showcase

Social Media Strategist (volunteer) | Hayot Dog Shelter (Jul 2025 - Aug 2025):

- Built a character-led Instagram strategy around "Michelle", a rescued shelter dog chasing a Guinness World Record, covering audience segments, content series and a donation funnel
- Negotiated the shelter's participation in 23 events and fairs, including one international event, to boost visibility and support

Research Assistant for Professor Fiona Kidd | New York University Abu Dhabi (Aug 2024 - Dec 2024):

- Conducted in-depth research on Central Asian steppe and desert habitation, focusing on historical and ethnographic literature to uncover patterns of inhabitation and migration
- Found, analyzed, summarized and translated 60+ rare historical articles, books, and maps and worked with departments of statistics, hydrometeorology, and cartography for specialized data

AWARDS

- Founder's Day Award, NYU
- Recognition Award – Academic Excellence & Campus Involvement, NYU Shanghai
- Dean's Honor List, NYU Shanghai
- Winner of the Social Media Marketing Case Championship featuring a UNESCO representative

SKILLS

- **Marketing & Strategy:** Brand strategy, consumer and market research, content and social media strategy, campaign and event planning, media planning, copywriting
- **Content & Design:** Filming (Blackmagic 4K); editing and color grading (DaVinci Resolve, Premiere Pro); Illustrator, Photoshop, Figma, Canva
- **Data, Research & Web:** Python, Orange (data analysis), Qualtrics; HTML, CSS, JavaScript
- **Languages:** English (IELTS 8.0), Russian and Uzbek (fluent); Mandarin Chinese (intermediate)
- **Soft Skills**: Strong written and verbal communication skills, team collaboration skills, organizational skills