

Hafsa Zia

Hafsafzia@gmail.com | [TikTok](#) | [LinkedIn](#)

Current senior passionate about pop culture, media, and the music entertainment industry who is eager to create content by understanding strategy and growing organizational skills.

Experience/Internships

Marketing Intern | Red Lipstick Media

July 2023 – Present

- Hands on experience working with real performing artists.
- Assist with team to focus on underground and emerging artist to build a fanbase and community.

Undergraduate Research Assistantship | University of South Florida

March 2023 – Present

- Collect and organize sources throughout the text.
- Reviewed spreadsheets and other documents to ensure completeness and consistency.

Dashmart College Ambassador | Door Dash

February 2023 – April 2023

- Promote the launch of Dashmart by marketing flyers in high traffic areas around campus.
- Provide information to USF students and staff to enjoy a free college bundle from dashmart.

Centre Gallery Intern | University of South Florida

January 2023 – April 2023

- Assist art directors in setting up stimulating visuals and creating innovative marketing graphics.
 - Provide USF community artists the opportunity to experiment with new ideas while gaining an educational gallery experience through events on campus.
-

Social Media

Twitter

- One Direction and 5 Seconds of Summer fan page with around 1.5K followers from 2013 – 2017.
- Created fan group chats for engagement to bring together an international community.

TikTok

- cat page @quiet.franklin with a viral video of 2.7M+ Views and 3K+ followers
- Engage in current trends by discovering new music and creating content.

Instagram

Extracurricular

Fan to Band Virtual Street Team

- Engage and network with other aspiring music industry professionals internationally.

Camp Rock 'N' Rollout

- Attend panel discussions with established industry professionals and network with fellow campers.

1520 Vision Externship

- Submit assignments and attend meetings with industry professionals to learn more about music and media.

American Marketing Association

- Consult-A-Bull Committee
 - Shadowed for iHeartMedia.
-

Education

University of South Florida

Expected Aug 2024

- Bachelor of Science in Marketing with Sport and Entertainment Management Concentration

Relevant Coursework

- Operations and Supply Chain Management, Buyer Behavior, Marketing Research