

AAMINAH ANJUM

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EDUCATION

San José State University

Aug 2024 - Expected May 2028

B.S. Business Administration, Management Information Systems; Minor in Computer Science

- Notable Coursework: Computer Tools in Business, Business Programming, System Analysis and Design, University Internship ("Work With a Startup"), Discrete Mathematics, Fundamentals of MIS

EXPERIENCE

Director of Marketing, SJSU Muslim Student Association

Aug 2025 - Present

- **Lead** for **marketing strategy** and content creation, **co-developing brand identity** of including color palette, typography, and specialized visual profiles for different initiatives, **collaborating** with a designer to publish **90+** branded posts
- Co-produced **20+** short form videos while **managing** live event coverage, generating an average of **150K+ Instagram profile views a month**
- **Design** event **content plans** and manage RSVPs of up to **100 attendees**, driving strong community **participation** and sustained **engagement**

Social Committee, SJSU Women in Business

Aug 2025 - Present

- **Coordinate planning** and **execution** of **5+** social events alongside a teammate, managing **logistics** such as **budgeting**, supplies, and setup.
- Hosted a **record-breaking event** with **80+ attendees**, the largest in WIB history, fostering community **engagement** and **participation**.
- Represent WIB at tabling events, promoting **initiatives** and enhancing **visibility** on campus

Strategy Consultant, Rostenica Consulting Group

Sep 2025 - Dec 2025

(via UNVS 190 @SJSU)

- Developed a **cohesive brand identity** and style guide for a consulting startup, delivering **5+ brand assets** including logo, typography, brand voice, and content examples
- **Collaborated** directly with the founder and a **cross-functional** teammate through weekly strategy check-ins to align branding, website direction, and project milestones

PROJECTS

Tana Flow: AI Inventory Management System

Aug 2025 - Dec 2025

via. BUS4 110B @SJSU

- Led a **4-member team** as **project lead** to design an AI-driven inventory management system, earning full marks on the final presentation through **effective planning**, task **delegation**, and **execution**
- Delivered 4 core system artifacts (DFD Level 0, UCD, ERD, and app demo), owning the **ERD design** to define database structure and entity relationships

Hydrated Pass: Marketing Analysis and Strategy

Feb 2025 - May 2025

via. SJSU Women in Business Consulting Program

- **Oversaw** market **research** and **expansion** efforts for Hydrated Pass (now Hyper AI) in the Bay Area, managing a **4-member consulting team** and collaborating with **executives** to develop growth **strategies**.
- Delivered a **20-slide business strategy presentation** that aligned recommendations with client objectives, earning **1st place out of 5 teams** in a faculty-judged competition.

SKILLS

Technical: Brand Identity Development, Social Media Analytics, Systems Analysis, Database Design (ERD/DFD), Microsoft Excel (Basic), Python (Basic)

Project & Business: Marketing Strategy, Market Research, Project Management, Team Leadership, Business Strategy Development, Stakeholder Communication