

HASTI (HEIDI) MIRSHAH

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240-328-2054

I am a versatile professional with expertise in writing, analytics, and people-centered roles.

Experience:

Data Analyst Consultant, Hogan Lovells, Washington, DC

2021 - 2021

Core Skills: analytics and information management

- Analyzed business contracts on a short-term data analytics project

Recruiter / Business Development, Topside, LLC, Washington, DC

2019 – 2020 (Covid)

Core Skills: marketing, client communications, business development

- Located attorney candidates for positions in top law firms and lobbying firms nationally and globally; managed candidate information; built business relationships; determined needs of both sides in the hiring process; spoke to hundreds of candidates to ensure a smooth hiring process

Digital Marketing Specialist, Gramophone, LTD., Gaithersburg, MD

2017 – 2019

Core Skills: e-commerce, online sales, digital marketing, SEO, website development, marketing campaigns, metrics analysis for ROI, copywriting; process improvement for conversions

- Configured major brands of consumer electronics products for presentation on corporate website to increase digital sales; managed product data; chosen as lead content creator
- Wrote and edited technical product descriptions; performed SEO; operated Amazon seller account, MailChimp, and Excel spreadsheets and other software to increase digital sales
- Implemented tagging and filtering systems on website for organized presentation and enhanced user experience; wrote metadata and alt text for products; created email and marketing campaigns; created promotions; performed data analysis to determine ROI
- Designed best product categorization and design layout for website; created product collections; used apps to manage website and expand features as well as to enhance user experience; go to market strategy; sales; customer relations; social media accounts
- Completed 7 Course Digital Marketing Specialization from the University of Illinois Urbana-Champaign Business School

Data Analyst Consultant, Hogan Lovells and Covington Burling, Washington, DC

2015 – 2016

Core Skills: analytics, writing, information management

- Analyzed and categorized business data to solve problems

Marketing Consultant, Widow Care Organization, Rockville, MD

2013 – 2015

Core Skills: marketing communications, client communications, idea generation

- Assisted recently widowed individuals through organizing social and community events for members; marketing and communications for membership increase; client communications; contribution of ideas towards the goal of increasing membership and better serving members
- Wrote and edited newsletters; created blog and event ideas
- Achievements highlighted by Executive Director

Event Management Consultant, Save the Date, LLC, Potomac, MD

2013 – 2014

Core Skills: client relations, strategic planning, marketing, creative problem solving

- Served as events management consultant to owner Cara Weiss for executing business and social events in convention centers, country clubs, and other venues for business and marketing events, fundraisers, and marketing showcases; client relations; venue design; fast-paced teamwork setting; vendor relations and sales

Prior Experience: Business Analyst and Contracts Analyst

Education:

Digital Marketing Specialization and SEO

University of Illinois Urbana-Champaign Business School

Bachelor of Arts (BA), Dual Degree

English Literature and Philosophy - Logic

University of Maryland College Park

Personal: U.S. Citizen; Excellent References; Software Proficient

