



# Yusuf Shurbaji

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## ACADEMIC

Involved Student of Senior Standings

### **Strategic Communications** Bachelor of Arts | **Marketing** Minor Sept 2013 - May 2017

University of Central Oklahoma in Edmond, OK.

- ❖ National student advertising competition hosted by the American Advertising Federation
  - **1st Place & Best Media Plan | Snapple | Executive of Strategy | Presentation Team** | Sept. 2015 - May 2016
  - Pizza Hut | Strategy Team | Spring 2015
- ❖ 2nd Place in OK | Governor's Cup high growth business plan competition | Team Leader | Spring 2016
- ❖ 1st in Tri-State OK, NV, AR | Donald W. Reynolds business plan competition
- ❖ President of Advertising Club | Jan. 2014 - Present
- ❖ Vice President of Public Relations Student Society of America | Nov. 2015 - Present
- ❖ Dean's Honor Roll

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## EXPERIENCE

7 Years of Design, 3 Years of Marketing & Communications Experience

### **CEO & Co-Founder** Heart Optic LLC Oct 2015 - Aug 2016

Medical device startup out of Edmond, OK.

- ❖ Execute Public Relations, business plan writing, presentation, contracting manufacturers and pitch delivery.

### **Communications & Marketing Project Manager** Kerr Pumps & FlowValve April 2013 - April 2016

**Kerr Pumps** Oklahoma's largest CNC manufacturer in Sulphur, OK.

- ❖ B2B strategies marketing, advertising and website changes **increasing traffic 59%**; custom intuitive CMS design.
- ❖ Large B2C sales presentations, marketing messages, RFPs, logos, service manual project lead and copyright.

**FlowValve** Oil & Gas flowline manufacturer in Sulphur, OK.

- ❖ Worked with developers, executives and engineers to produce hydrostatic test software to improve ISO & 5S.
- ❖ Business cards, digital ads, video, animation, captivating online user experience and SEO.
- ❖ Email client and server switch company wide to lower costs, spam, improve speed and integrating CRM software.

### **National Creative Director & Operations Assistant** MYNA June 2011 - Oct 2014

Nationwide non-profit youth camp out of Indianapolis, IN.

- ❖ Worked with the national PR chair to create trade show booths, video, posters and apparel.
- ❖ Implemented new productivity and file management software.

### **CEO & Co-Founder** BasedConnect 9/12 - 1/13

Online influencer monetization network out of Ardmore, OK.

- ❖ Led the team in a multilingual business with 5 divisions.
- ❖ Self taught coding to produce a website.

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**About me** Organized • Creative • Learner • Backwards Thinker • Doer • Anything is possible

**Platforms** Adobe CC Suite • Google Analytics • Adwords • Microsoft Office Suite • Google Drive Suite

**Awards** Duggie - **Best Exhibitor Booth 2014** • 1<sup>st</sup> in State Digital Design Contest • 1<sup>st</sup> AAF NSAC District 10