# MISHI ALI

Marketing & Communications | Brand Strategy | Social Media | Public Relations
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## PROFESSIONAL SUMMARY

Marketing and communications professional experienced in brand strategy, social media, public relations, and experiential marketing at BMW Group and in editorial media. Turns complex technical topics into content that performs, combining an early foundation in computer science with consumer research and AI-assisted content, research, and reporting workflows.

## WORK EXPERIENCE

**BMW Group** Atlanta, GA / Greenville, SC

*Full-time, year-long internship (Jan–Dec 2025), completed concurrently with full-time enrollment at SCAD.*

*Southern Region Marketing Intern* *Sep 2025 – Dec 2025*

- Planned and executed the Atlanta Fashion Week VIP Dinner with partner Moët Hennessy, an activation that has driven 200+ new-owner conversions, owning vendor logistics, guest experience, and post-event reporting.
- Coordinated regional partnership activations with the Atlanta Hawks, Dallas Marathon, Women in Motion, and IMSA Petit Le Mans, aligning national brand standards with local-market execution and owning logistics and KPI recap reporting.
- Produced monthly campaign analytics and sales reports across a multi-location dealer network using Shift Digital and Excel, translating performance data into recommendations used in regional planning discussions.

*IT Communications and Graphic Design Intern* *Jan 2025 – Aug 2025*

- Developed and launched a VP-requested LinkedIn strategy and page for BMW IT Americas, achieving engagement rates roughly 4x competitor benchmarks during the launch period per LinkedIn Analytics.
- Translated complex IT and business-transformation topics into social posts, short-form video, branded graphics, and newsletters using Adobe Creative Suite, Canva, and CapCut, and documented repeatable content processes in Jira.
- Presented market research and communications recommendations to senior leadership, including BMW board members, and was selected as 1 of 9 interns from a class of 100+ for the BMW Gen>Next SpeedUp Program.

**SCAD Manor** Savannah, GA

*Social Media and Public Relations Strategist* *Mar 2024 – Mar 2026*

- Led social media strategy, public relations, editorial planning, and analytics, growing Instagram reach more than 6x over two years per Meta Business Suite through audience segmentation, content calendars, and trend forecasting.
- Secured and covered interviews with industry figures including Bridgerton cast members, Rebecca Hessel Cohen of LoveShackFancy, Karla Martinez de Salas of Vogue Mexico, and Marie Suter of Glossier.

*Contributing Editor and Journalist* *Oct 2022 – Mar 2024*

- Wrote and edited AP style features on culture, branding, and consumer trends, with work selected for academic textbook instruction and recognized with an ACES Society for Editing Award.

**Freelance** Greenville, SC / Atlanta, GA

*Social Media Strategist* *2024 – Present*

- Manage social strategy, content creation, copywriting, and brand-voice development for small-business clients across Instagram and WordPress, owning scope, rates, and invoicing while improving posting consistency and engagement.

## SELECTED PROJECTS

**SCADpro x BMW M Driving Experience** Savannah, GA

*Lead Social Media and Influencer Strategist* *Sep 2024 – Nov 2024*

- Led a student team developing a Gen Z social and influencer strategy with BMW, presenting audience research, creator-partnership criteria, and platform recommendations to VP-level stakeholders.

## EDUCATION

**Savannah College of Art and Design (SCAD)** Savannah, GA

*BFA, Fashion Marketing and Management* *May 2026*

GPA 3.94 • Summa Cum Laude • Dean's List • National Latin Honors Society

## HONORS, AWARDS & CERTIFICATIONS

- BMW Gen>Next SpeedUp Program • Green Eyeshade Award, Social Media Strategy • ACES Society for Editing Award • Featured in Voyage ATL "Hidden Gems" series.
- Adobe Certified Professional, Visual Design Using Adobe Photoshop (2023) • Project Management Series, BMW Manufacturing Co., 16 training hours (2025) • Excel Essential Training (2025).

## CORE SKILLS

**Brand and Campaign Marketing** Brand strategy, campaign management, experiential and event marketing, partnerships, influencer strategy, customer engagement and retention.

**Content and Communications** Social media strategy, content calendars, audience segmentation, trend forecasting, PR and media relations, copywriting, SEO, journalism.

**Tools and Platforms** KPI reporting, Google Analytics, Meta Business Suite, Shift Digital, Tableau, Excel, Adobe Creative Suite, Figma, Canva, CapCut, WordPress, Jira, Salesforce, Mailchimp, SQL, Claude, ChatGPT, Gemini.