

Maryam A. Hashmi

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Professional Summary

Dedicated and results-driven Master of Public Health graduate with a strong background in project management, skilled in overseeing complex projects from initiation to completion within marketing environments. Skilled in managing complex projects, coordinating cross-functional teams, and fostering stakeholder relationships to ensure alignment with organizational objectives. Proven ability to streamline operations, enhance program efficiency, and deliver impactful results. I am eager to apply my master's degree in public health and extensive project management experience to drive the success of online academic programs and enhance student outcomes.

Education and Certifications

UNIVERSITY OF MARYLAND – College Park, MD

Master of Public Health, Public Health Practice and Policy | December 2024

GPA: 3.9/4.0

INDIANA INSTITUTE OF TECHNOLOGY – Fort Wayne, IN

Bachelor of Science, Computer Information Systems

LEANING TOWARDS CHANGE, LLC

Lean Six Sigma White Belt Certification | September 2024

Scholarly Activities and Service

Paper: Strategy as Practice by Hospital Personnel: A Scoping Review | 2023 - 2024

Publications: Fouladi, N., Tchangalova, N., Ajayi, D., Millwee, E., Hashmi, M., Mulhall, G., Jones, B., Cyeeff Din, A., Amon-Kotei, N., Schwartz, B., Adeoti, M., Griffin, L., Donahoe, K., Frazer, K., Kroll, T. *Strategy as Practice by Hospital Personnel: A Scoping Review*. Abstract and Oral Presentation. International Research Conference, University College Dublin School of Nursing, Midwifery & Health Systems, 2024.

Maryland Commission on Public Health. Data and IT Workgroup.

University of Maryland School of Public Health Support Staff | 2024 - 2025

The commission is tasked with evaluating the capabilities of state and local public health departments in Maryland and examining the state's capability to react to major public health challenges

- Perform literature review to ascertain what other states have done to improve data modernization
 - Assist with developing assessment tools (such as surveys, key informant interview questionnaires, focus group questions)
 - Assist workgroup co-chairs with preparation of presentations to general commission and other audiences
 - Administrative support (i.e. meeting preparation, meeting material, recording meeting minutes, and workgroup member communications)
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Grants

Maryland Open Source Textbook (M.O.S.T.) Faculty Open Educational Resources (OER) Initiative

Integrating AI with Open Educational Resources to Empower Public Health Students in Addressing the Global Challenges of Our Time. Role: Co-Investigator | 2024-2025

Maryland Open Source Textbook (M.O.S.T.) Faculty Open Educational Resources (OER) Initiative

Creating Public Health Open Educational Resources (PH-OER) to Empower Students in Addressing the Challenges of Our Time. Role: Co-Investigator | 2023-2024

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Professional Experience

PEP, LLC – Fort Washington, PA

Account Executive / Project Manager | Sep 2022 – March 2025

Client – Kenvue (Formerly Johnson & Johnson)

Serve as a strategic partner to clients, driving cost reduction and operational efficiency through effective project management practices. Oversee the planning and execution of over 400 projects annually, delivering impactful results for Kenvue's Self-Care division.

- Lead the development and execution of projects for 20+ consumer promotion brands, ensuring alignment with organizational goals and objectives
- Manage relationships and coordinate communication among stakeholders, including brand teams, vendors, and agencies, to ensure seamless project execution
- Own and maintain project timelines, ensuring on-time delivery from initial planning to final implementation
- Mentor and support project teams and stakeholders, fostering collaboration and professional growth
- Analyze and optimize workflows, streamlining processes to improve efficiency and effectiveness in project execution
- Monitor and evaluate project performance, providing strategic insights to enhance outcomes and align with organizational priorities
- Maintain detailed tracking systems for project assignments, milestones, and deliverables, driving accountability and operational excellence
- Oversee a comprehensive database of project resources and materials, establishing and refining processes to ensure consistency and quality across initiatives

AMERIMARK DIRECT – Middleburg Heights, OH

Marketing Circulation Coordinator, Manager | Aug 2019 – Sep 2022

Built and led a team of three to successfully execute time-sensitive, high-priority projects, ensuring accurate final customer counts for 11 monthly catalogs with quarterly sales of ~\$50M. Managed a monthly circulation budget of ~\$10M, maintaining strict oversight of financial and operational performance. Onboarded and trained new employees, conducting performance evaluations to cultivate a skilled and motivated team.

- Verified input and output from seven internal and four external service providers, ensuring adherence to policies, procedures, and tight deadlines in a competitive, high-stakes environment
- Collaborated with the marketing team to estimate, refine, and finalize target audiences for ~6M catalogs mailed monthly, proactively addressing issues to ensure accuracy and cost control
- Identified and resolved data-related challenges in customer projections by leveraging advanced Excel formulas and pivot tables
- Promoted to a leadership role based on demonstrated expertise, taking on increased responsibilities and serving as a subject matter expert to mentor junior colleagues

Marketing Circulation Coordinator | May 2017 – Aug 2019

- Developed and maintained back-end documentation for ~100 annual mailing campaigns
- Coordinated back-end mail file processing by liaising with key vendors and partnered with marketing to ensure accurate completion and adherence to deadlines

MERCOLA.COM – Hoffman Estates, IL

Digital Marketing Specialist | Sep 2014 – Feb 2015

- Supported the creation and implementation of traditional and online promotions, collaborating with cross-functional teams to execute campaigns across search, website, online advertising, email, and insert media

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Professional Experience (Continued)

OFFICEMAX, INC. – Naperville, IL

Senior e-Commerce Promotions Specialist | Sep 2011 – Oct 2013

Spearheaded and audited promotional campaigns for OfficeMax and subsidiary websites, including obtaining approval of Oracle ATG Web Commerce scenarios, target audiences, and profile/content groups in ATG control centers. Trained colleagues on promotional operations for websites and e-Commerce systems/applications.

- Oversaw program management efforts to resolve e-promotion issues across both company websites
- Reviewed promotional proposals, assessing performance implications based on ATG system capabilities and recommending process improvements to marketing and merchandising teams
- Formulated detailed technical guidelines for new initiatives to establish business requirements
- Facilitated user acceptance testing (UAT) to improve user experience (UX) and user interface (UI)
- Liaised with e-Commerce teams to cultivate business requirements for online promotional efforts

e-Commerce Promotions Specialist | Sep 2010 – Sep 2011

Launched successful content personalization and marketing for Reliable.com, OfficeMax's B2B catalog company with sales of \$80M+, using ATG platform.

- Executed promotional campaigns and developed targeted content for ATG platform to optimize online sales and customer satisfaction
- Collaborated with various departments to manage accurate weekly publishing of promotional content

Public Health Courses

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|---|--|---|
| • Healthcare Strategic Planning & Marketing | • Health Economics & Analysis | • Foundations of Epidemiology & Biostatistics |
| • Program & Policy Planning, Implementation, & Evaluation | • Healthcare Leadership & Communications | • Policy & Politics of Health |
| • Public Health Law & Ethics | • Public Health Research | • Public Health Ethics |

Skills / Programs

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|-----------------------------------|---------------------------------|------------------------------|
| • Project Management | • Trello | • Process Improvement |
| • Client & Vendor Relations | • Program Management | • Microsoft Excel (Advanced) |
| • Data & Report Analysis | • SAS Studio | • SharePoint |
| • Traditional & Digital Marketing | • Leadership & Team Development | • Microsoft Office |