



A LITTLE ABOUT RAFIK

- I am an account guy with a passion for effective work
- I'm a huge proponent for understanding the big picture when solving any problem
- While I love working on brand campaigns, I also get excited about working on a print or digital project, especially if it's something that hasn't been done before
- People that have worked with me would tell you that I like to enable my teammates instead of just doing what I want
- I'm a pretty big nerd and can't wait to see how print, digital, and TV will work together to build better brands
- One of my favorite quotes: "You don't succeed by avoiding punches. You succeed by being able to pick yourself up."

WORK EXPERIENCE

Account Manager - Walgreens

GSD&M, Austin, TX, October 2015 - Present

- Responsible for managing 360 GM campaigns promoting Walgreens pharmacy and loyalty programs

Account Manager - AT&T DRTV

GSD&M, Austin, TX, Nov 2014 - Jan 2016

- Responsible for managing general market DRTV advertising for U-verse TV and U-verse Internet product lines
- Led productions from concept phase through spot completion
- Recommended offer/creative changes based on in-market performance in order to achieve an increased response
- Facilitated all spot revisions, traffic, and budget management
- Oversaw the account's commitment to diverse vendor spend
- Cultivated the experience of the Assistant Account Manager

Assistant Account Manager - AT&T DRTV

GSD&M, Austin, TX, April 2013 - October 2014

- Consistently managed multiple creative revisions at once, facilitated spot traffic, and supported production of new creative
- Initiated weekly competitive emails and led quarterly competitive deep-dives to identify trends and category milestones
- Cultivated the experience of interns

EDUCATION

Bachelor of Business Administration, Marketing

Texas A&M University, College Station, TX, May 2012

- Minor in Economics
- Certificate in Advertising

COLLEGE EXPERIENCE

AAF/ National Student Advertising Competition

- Placed in the top ten at national competition (2012)
- First place at district competition (2012)
- Third place at district competition (2011)
- Judges' Award for Most Integrated 360° Campaign (2011)

OTHER RELEVANT EXPERIENCE

Intern and Freelance Assistant Account Executive- Whataburger

McGarrah Jessee, Austin, TX, May 2012 - Nov 2012

- Managed a variety of projects spanning print, digital and email
- Maintained a weekly advertising and QSR industry update report
- Developed a digital file archive to streamline client file requests

Marketing and Communications Intern

Texas A&M University, College Station, TX, Jan 2011 - May 2012

- Researched SEC school history for digital brand promotion
- Managed the university light pole banner campaign
- Developed the university brand architecture system
- Guided department level designers to ensure unified marketing
- Expanded the university's usage of social media

Designer & Developer

Web Unlimited, College Station, TX, June 2009 - May 2011

- Worked with over 150 small businesses to develop their website, social media strategy and overall online presence

FAVORITE THINGS WHEN I'M NOT WORKING

- Spending time with family and friends
- Design/Photography
- Playing soccer