NIKTA HOSSEINZADEH

Oxford, OH | niktahdf@gmail.com | linkedin.com/in/nikta-hosseinzadeh

EDUCATION

Miami University — Oxford, OH GPA: 3.93 / 4.00 | Expected Graduation: May 2027
Major: Interactive Media Design | Minor: Digital Marketing

Relevant coursework: social media, influencer and SEM case studies, segmentation and personalization, augmented and virtual reality, and mobile app development.

Honors & Recognition: recipient of Redhawk Excellence and Persian Community of Cincinnati Scholarships (~offsetting 33% of all college expenses), Honors College, Dean's List (multiple semesters), Alpha Lambda Delta National Honor Society

TECHNICAL SKILLS

Digital Marketing: SEMrush (certified)

Social Media: Instagram Insights, TikTok Analytics, Meta Business Suite, Rival IQ / Brand 24 (social listening)

Content Marketing: Hashtag Strategy, Content Planning, Campaign Optimization, Short-Form Video

AI & Emerging Tech: Runway, Midjourney, Higgsfield, AI Video Production, Generative Design, Prompt Engineering

Design & Prototyping: Figma, Adobe Creative Suite (Photoshop, Illustrator, InDesign), Canva, Snap Lens Studio (AR)

UX Research: iMotions (Eye-Tracking), Usability Testing, User Interviews, Wireframing, Prototyping

Marketing Research: Qualtrics (quantitative survey research)

Web & Development: HTML, CSS, WordPress, Content Management Systems

Languages: English (Fluent), Persian (Native)

PROFESSIONAL EXPERIENCE

Social Media Content Creator | Phia | New York City, NY Spring 2026

- Produced short-form video content and editorial social assets for Phia, the NYC-based AI fashion-tech brand start-up backed by Kleiner Perkins, Hailey Bieber, and Kris Jenner (1M+ users, $43M+ raised)
- Conducted a social media audit identifying engagement gaps, platform-specific content opportunities, and strategic recommendations across Instagram and TikTok
- Created on-brand editorial content tailored for a Gen Z fashion audience, aligned with Phia's AI-native shopping narrative

Founder | Nikta Enterprises | Remote-Based Spring 2025 – Current

- Produce AI-generated videos for marketing purposes on social media platforms using a variety of technology
- Niche business at developing short-form content tailored to brand voice and Gen Z audiences on TikTok and Instagram Reels
- Target fashion and beauty brands based on the value proposition of efficiencies and cost savings from concept-to-asset turnaround

Undergraduate Research Fellow | Miami University | Oxford, OH Summer 2025 – Current

- Assist principal investigators with study setup, data collection, and preliminary analysis
- Conduct ongoing research on AI-generated content on its impact in social media behavior
- Leveraged eye-tracking equipment to measure usability, credibility, and trust
- Presented findings at the Miami Undergraduate Research Forum to both faculty and students

Archivist Assistant | Walter Havighurst Special Collections | Oxford, OH October 2024 – Current

- Digitize archival materials and maintain structured digital records and metadata systems
- Research contextual and biographical information to enhance finding aids and collection records