

MARIA AFSHARIAN

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FOCUS AREAS

Communications: Writing, Social Media, Multi-Media, Video, Journalism

Community: Networking, Outreach, Organizing, Leadership, Advocacy

EXPERIENCE

Independent Producer, Owner, Bloom Five, LLC | BloomFive.com **2012-present**

Basic communications, social media, public relations, marketing, video.

NE Regional Chair, National Iranian American Council (volunteer) | NIACAction.org **2015-present**

- Strategize, plan and implement grassroots efforts in NY, NJ, PA, MD, VA, DC.
- Manage 5 volunteer state captains.
- Build community and coalitions to improve campaign outcomes.
- Educate public about NIAC's mission, goals, campaigns and accomplishments.

NJ Captain, National Iranian American Council (volunteer) | NIACouncil.org **2013-present**

- Oversee grassroots efforts and community building activities for New Jersey.
- Led campaign supporting the Iran Deal, petitions, senate legislative meetings.

Various Projects, Shiraz, Iran | mariaafsharian.com **2005-2013**

- Relocated back to birthplace Shiraz, Iran after father passed away, who lived there.
- Worked on various volunteer NGO, philanthropic projects.

Founder, MAHAK Charity Shiraz | mahak-charity.org/main-en/

2007-present

- Proposed /developed first branch of MAHAK Charity Pediatric Cancer Organization.
- Funded by MAHAK branch – jobs created for women who help hundreds of patients.
- Serves as the model for other MAHAK branch offices in Iran.
- Has OFAC license through US Government through ISCC Charity Organization.
- MAHAK is recognized by the UN as one of the best NGO's in the Middle East.

Various positions, NBC Universal, Washington, DC | nbcnews.com/dateline **1997-2005**

Producer, Insider Reports, Dateline NBC / 2003-2005

Associate Producer, Dateline NBC / 2003-2005

Intern Coordinator, Dateline NBC / 2003-2005

Assistant Producer, Dateline NBC / 2001-2003

Researcher, Dateline NBC / 1998-2001

Production Manager, Dateline NBC (temporary position) / 1998-1999

Newscast Assistant, NBC News DC Affiliate -WRC / 1997-1998

Intern, Dateline NBC | nbcwashington.com / Summer 1997

- Worked on 60+ segments for national television news magazine, Dateline NBC.
- Conducted research, pitched stories, managed production, crew, interviews
- Recipient of several national journalism awards

Marketing Assistant, USA TODAY Newspaper, Newington, VA | USAToday.com

1995-1997

- Assisted Marketing and Circulation Directors.
- Organized and implemented team building, community outreach and marketing events.

Public Relations, University Medical Ctr., Dimensions Breast Center, Lubbock, TX 1993-1995

- Worked with patients referred for mammograms by doctors, scheduled appointments.
- Provided community outreach, public relations and helped plan special events.
- Left to move to Washington, DC area for new opportunity in communications.

Owner / Operator, Action Personnel Resume and Career Services, Lubbock, TX 1988-1993

- Created and managed successful resume service in family owned HR / career agency.
- Left for an opportunity to work in public relations.

EDUCATION

American University, DC | Montgomery College, Rockville, MD / 1995-1997

Completed several courses in film, video, production & television news writing

International Business College, Lubbock, TX / 1991-1992

Computer Office Management Certificate

Lubbock Christian University, Lubbock, TX / 1985-1990

BS Business Communications, focusing on Public Relations and Journalism

-Campus Edition Newspaper Contributor, Advertising Manager

SELECTED HONORS / AWARDS

Coalition for Peace Action Princeton, NJ - Diplomacy Works Iran Deal Campaign

Omid Cancer Charity, Shiraz, Iran - Community leadership

Junior Chamber of Commerce, Lubbock, Texas - Presidential Award

National Emmy Award - 1st Place "Auto Sales" (Field Producer)

National Emmy Award - 1st Place "No Greater Love Story of Flight 93" (Associate Producer)

National Press Club Headliner Award - 1st Place "Auto Sales" (Field Producer)

Gerald Loeb National Award for Excellence in Financial Reporting - 1st Place "Sweepstakes"

National Consumer Advocates Association - Recognition for Excellence in Consumer Reporting

SPECIFIC SKILLS

Social Media: Content creation, Facebook, Twitter, Instagram, Pinterest, YouTube, LinkedIn, iMovie

Writing: Letters, resumes, CV's, business communications, bio's

Video: A-Z Production, Planning, booking, interviewing, videotaping, transcription, editing, posting

Web: Data mining, research, analytics, digital marketing, networking

Computer: Microsoft Office, Word, Excel, PowerPoint, Google, Mac, PC, Chrome, Safari etc.

Tools: Hootsuite, Buzz Sumo, Buffer, Canva graphic design, Weebly web designing

MEMBERSHIP

International Association of Business Communicators

National Association of Women Business Owners

Iranian American Women Foundation, Conference Planning & Chapter Social Media Committee

National Iranian American Council, NE Regional Chair

LANGUAGES

American English, native

Farsi or Persian, professional working proficiency