

SELMA ABDULHAI

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EDUCATION

Rutgers University, New Brunswick, NJ June 2024–August 2025

- Master of Communications and Media specializing in digital media

Columbia Publishing Course, New York, NY Summer 2022

- Six-week intensive course on all aspects of book, magazine, and digital media publishing

North Carolina State University, Raleigh, NC Class of 2014

- Bachelor of arts in English literature and creative writing

EXPERIENCE

IBM, New York, NY

Narrative and Content Strategist July 2023–Present

- Leading the content strategy for IBM Tier 1 events, such as Microsoft Ignite 2024, which includes crafting the event narrative, booth copy, and planning the speaking sessions, resulting in 477 booth scans, 469 session attendees, and 3,480 leads for IBM.
- Led the content strategy for the Tech Byte speaking sessions at IBM Think 2023 and IBM Think 2024, including identifying topics, crafting scripts, managing speakers and stakeholders, running rehearsals, and executing the sessions onsite. At IBM Think 2024, the Tech Bytes had over 3,712 session attendees, helping drive 2,611 leads for IBM.

Content & Experience Hub Strategist August 2022–July 2023

- Launched the Content & Experience Hub, a tool for IBM event teams that brings together thought leadership and repeatable resources from various disparate teams to scale a strategic, consistent one-IBM presence at events globally.
- Lead the messaging and narratives for the AI for Business, Data & AI, and Sustainability portfolios, working alongside Product Marketing and Content & Brand to craft strategic narratives for event teams.
- Lead all Hub communications, including quarterly blog posts, weekly Slack communications, and monthly how-to sessions for the entire events organization.

Senior Content Writer January 2019–August 2022

- Structure, edit, and manage a repository of over 3,000 entries of Watson Health proposal answers
- Develop compelling narratives on over 50 proposals for the purpose of winning client business
- Facilitate and guide design thinking sessions, which includes identifying pain points, outlining prospective customer personas, and finalizing proposal themes

Freelance Copyeditor, Remote May 2021–Present

Copy Editor

- Edited content for *Umi's Archive*, a multimedia research project about the life of influential Black activist Amina Amatul Haqq a.k.a. Umi (1950–2017)
- Editing articles for the Muslim Mental Health Journal on the topics of Muslim mental health
- Editing an academic textbook on Global Mental Health for Muslims through Yale and Stanford universities

inlingua, Münster, Germany

August 2017–August 2018

Business English Teacher

- Created teaching materials and taught German business professionals at various companies
- Taught business English lessons to German adults seeking to improve their conversation skills

Brain Power Co., Osaka, Japan

July 2016–August 2017

English Language Teacher

- Created teaching materials and a curriculum for Japanese middle and elementary school students
- Hosted weekly conversation and dance club after school for middle school students

JET Program, Kyoto, Japan

June 2015–July 2016

English Language Teacher

- Created teaching materials and a curriculum for Japanese students at two high schools
- Hosted weekly conversation clubs after school to provide additional conversation practice

SKILLS

- Fluent English and Tigrinya; conversational Japanese, German, and Arabic
- Agile methodology; Design Thinking; Microsoft Suite; Google Analytics; WordPress; Wix; Asana; Adobe Creative Suite; Final Cut; YouTube Studio; UX Writing Certification
- AI writing and marketing, organizational leadership, project management, event management, speaker management, detail-oriented editor and writer, compelling storyteller, creative thinker, data-driven strategist