

Ibrahim (Bram) Hikmate

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EDUCATION

B.A. Communication, Westminster University, expected May 2026

COMMUNICATION EXPERIENCE

Intern, Westminster University Office of Marketing, Communication and Events, Salt Lake City, January 2024 - May 2026

- Drafted differentiated copy and messaging across multiple platforms, including Instagram and TikTok, to enhance engagement; average post views on the TikTok account ranged from 1,000 to 2,000 and from 4,000 to 7,000 on Instagram
- Lead internal project management for deployment of 2-3 social media campaigns per week with the use of Asana to enhance project oversight and team coordination
- Conducted research to boost social media engagement after completing an audit of 35 existing social media accounts tied to the university

Outreach Coordinator for Westminster University ASW Clubs, Salt Lake City, October 2025, May 2026

- Acted as the primary point of contact for club leaders seeking external partnerships beyond Westminster University for event collaboration

Project Lead, Future of The Forum Project, Salt Lake City, September 2025-December 2025

- Engaged in survey research, client conversation, and teamwork to create a detailed and evidence-based recommendation report for the student news organization

ATHLETIC EXPERIENCE

President, Westminster Ski and Snowboard Club, Salt Lake City, September 2025-May 2026

- Managed \$100k+ in sales of passes from major ski corporations to the student body through various pricing programs to provide ski pass discounts for college students
- Lead social media engagement strategy and maintain our club's active social media account, averaging about 500 more followers than other school associated accounts
- Expand the club's capacity for events, including the addition of student-led outdoor trips, new community events, and effective communication strategies for all club members

Captain, Westminster University Freestyle Ski Team, Salt Lake City, August 2024-May 2026

- Led the creation of the freestyle ski team through marketing, athletics, and administration
- Achieved 19 national championships for the university as a team

SKILLS

Adobe Creative Cloud:

Audition • Illustrator • InDesign • Lightroom • Photoshop

Data & Office Tools:

Microsoft Excel • Google Workspace • Outlook • PowerPoint

Marketing & Social Media Tools:

PhotoShelter • Sprout Social

Project Management & Collaboration:

Asana • SharePoint • Slack • Microsoft Teams

REFERENCES

Sheila Rappazo-Yorkin Chief Communications Officer for Westminster University
syorkin@westminsteru.edu
801.832.2685

Hannah Bettis Digital Content Manager for Westminster University
hbettis@westminsteru.edu
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Emily Samore Senior Director of Communications for Westminster University
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