

ASMA ABU-KHATER

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PROFESSIONAL EXPERIENCE

INTEL CORPORATION

Site Program Owner

June 2020 - Current

- Collaborate across departments with IT to formulate tool requirements, prioritize enhancements, implement application design changes, and devise strategies aligning with user needs and Intel's policies.
- Utilize innovative storytelling and change management techniques to develop and deliver engaging presentations to internal stakeholders and external customers, focusing on new processes, policies, and application changes.
- Apply keen attention to detail in data analysis, establishing a centralized master data list applicable across various tools.
- Demonstrate a profound understanding of consumer behavior and marketplace dynamics in crafting strategies for enhanced user experience.
- Actively participated in cross-functional teams, effectively managing multiple deadlines and priorities, showcasing a team-first mentality.

Sales Operations Analyst

- Collaborated across functions with legal, pricing managers, and analysts to finalize and publish over 100 rebate contracts.
- Led the analysis of a substantial dataset comprising 8,000 deals, preparing it for seamless automation into the SAP Vistex tool.
- Conducted quarterly Sarbanes-Oxley Act (SOX) audits across multiple accounts, ensuring compliance.
- Managed pricing accuracy for key customer accounts, supporting effective product buying and order management.
- Developed a PowerBI dashboard to facilitate customer analysis of the volume and status of over 1,000 deals.

PORTLAND STATE UNIVERSITY

Marketing & Community Outreach Assistant

September 2019 - December 2021

- Oversaw digital social media accounts on platforms including Instagram, Facebook, and Twitter, and managed an email newsletter through Emma.
- Achieved an 80% growth in Instagram following and a 100% increase in overall social media engagement.
- Formulated a comprehensive year-long marketing strategy and implemented an internal digital dashboard for monitoring social media analytics.
- Applied UX design practices, actively seeking feedback to enhance digital designs and maintain the center's Drupal website.
- Enhanced digital designs by seeking feedback from key stakeholders on design layouts, drafts, and concepts.

EDUCATION

PORTLAND STATE UNIVERSITY - Bachelor of Science in Marketing, Supply & Logistics Management

GOOGLE - UX Design Professional Certificate

SKILLS

Digital Marketing: Drupal, Emma, Instagram, Facebook, TikTok, Twitter, Facebook, Pinterest, Canva, Adobe Illustrator