

# Almira Zaky



## CONTACT



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## EDUCATION

Virginia Commonwealth University

B.S. in Public Relations,  
Minor in General Business

Class of 2019 Alumna

## SKILLS

Event Planning  
Communications Writing  
Public Speaking  
Strategic Campaigns  
Brand Management

## TECHNICAL SKILLS

Microsoft Office  
Adobe Illustrator  
Adobe Photoshop  
Adobe InDesign  
Google Drive

## RELEVANT EXPERIENCE

### THE CLOUT CLOUD, LLC

*DIRECTOR OF COMMUNICATIONS*

**ONLINE PLATFORM**

MARCH 2019- PRESENT

- Manage the online entertainment platform, The Clout Cloud, on Instagram that currently boasts 36,000+ organic followers and reaches over 2 million accounts weekly.
- Create partnerships between concert promoters, music festival organizers, and investors.

#### ACCOMPLISHMENTS:

- Partnered with YellowHouse Studios to promote Da Baby concert, increasing ticket sales by 53% through digital marketing and guerrilla marketing.
- Successfully secured grant of \$5,000 from VCU DaVinci Center.
- Coordinate with publicists to cover concert sets of and interview artists.

### RICHMOND INTERNATIONAL FILM & MUSIC FESTIVAL (RIFF)

*INTERN*

**RICHMOND, VA**

OCTOBER 2018- MAY 2019

- Responsible for judging thousands of music and hundreds of film submissions to determine final acts for the week-long festival through ReverbNation, Sonic Bids, and Film Freeway.
- Organize strategic campaigns for new and existing projects, events, and programs under RIFF.

### ACTIVITIES PROGRAMMING BOARD (APB) AT VCU

*CONCERT DIRECTOR*

**RICHMOND, VA**

*ASSISTANT CONCERT DIRECTOR*

MAY 2017- MAY 2018

MAY 2016- MAY 2017

- Planned and produced the annual Ramfest concert and related on-campus events.
- Managed a concert budget of over \$160,000 by overseeing production advances, hospitality and technical riders, and artist contracts (contracts include: Travis Scott, Tory Lanez, etc).
- Directed Ramfest by coordinating with venue staff and security, managing press, and supervising artists' sets and transitions to ensure timeliness.

#### ACCOMPLISHMENTS:

- Made VCU history by completely selling out of 3,600 seats for "Ramfest 2016".
- Planned and hosted the "Reveal Party" event in Sep. 2017 that went viral on the social media pages of Complex Magazine, the Shaderoom, Worldstar HipHop.
- Increased ticket sales for "Ramfest 2017" by 31% in 7 days through guerrilla and direct marketing on and off campus.

### FREELANCE EXPERIENCE

*EVENT HOST/PLANNER*

**RICHMOND, VA & WASHINGTON, D.C.**

SEPTEMBER 2017- PRESENT

- Coordinated grand opening of Defiant Recording Studios, opened by platinum earning hip-hop producer, Yung Lan.
- Hosted "Battle of VA Showcase" in June 2018, an event for local artists to compete for the opportunity to open up for rapper, Blocboy JB.

### APPEARANCES/MODELING

MARCH 2017- PRESENT

- "VCU: Make It Real" Campaign Ambassador
  - Featured on billboard on Interstate-64.
  - Featured on commercial that aired on Netflix, Hulu, Youtube.
  - Featured on billboard inside Richmond International Airport.
  - Featured in February/March 2019 Issue of Richmond Times Dispatch.
- Featured on front cover of 2019 "ONE VCU Master Plan".
- Featured on VCU's homepage website with a portrait photo and direct quote.
- Featured in "Celebrate VCU", award-winning documentary by Alpha Phi Alpha Fraternity, Inc.

## MUSIC EXPERIENCE

### ONGOING INDUSTRY WORK

*SINGER, SONGWRITER, AND PERFORMER*

**VARIOUS LOCATIONS**

AUGUST 2015- PRESENT

- Completing debut EP of all original music with Grammy-winning producers & engineers.
- Recorded demos at Paramount Recording Studios, Atlantic Records Studios, and Grand Hustle Studios for signed artists within industry.
- Performed at 93.9 WKYS Block Fest, Union Stage, and at the Pie Shop in Washington, D.C.

### INDONESIAN KIDS PERFORMING ARTS (IKPA)

*LEAD VOCALIST, YOUTH MENTOR*

**WASHINGTON, D.C.**

SEPTEMBER 2011- PRESENT