

# Faris Abbas

Creative Foresight Researcher | Trend & Consumer Insights

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## EDUCATION

### Parsons School of Design - New York City

2025

*Bachelor of Business Administration, Strategic Design and Management*

**GPA:** 3.8/4; Dean's List

### Digital Course Certifications

2023

*Harvard Leadership, HubSpot Inbound Marketing*

## EXPERIENCE

### Latitude Agency

Dubai, UAE

*Summer Marketing Strategy Intern*

June - August 2024

- Directed a year-end communications campaign for Latitude's 30th anniversary, enhancing client outreach strategies and SMM/CTA performance.
- Conducted trend analysis and competitive mapping to forecast industry shifts and refine strategic communication approaches, including milestone anecdotes, CTA initiatives (blog posts, opinion pieces, client case studies and testimonials). Provided campaign timelines throughout.
- Explored psychological drivers behind design principles and consumer sentiment to develop a cohesive brand identity for a client. Delivered modular and scalable design assets for both digital and physical activations (logo, color swatches, typefaces, branded stationary, etc.).

### UNIPAL General Trading

Amman, Jordan

*Summer Sales & Marketing Intern*

June - August 2023

- Supervised FMCG delivery, installation and promotional operations for three food service channels: chain grocery stores, hypermarkets and corporate accounts.
- Analyzed sales data and seasonal trends to optimize promotions and brand positioning. Delivered weekly ROI updates on advertising investments (branded podiums, tasting booths), refining strategies and budget allocation for key brands (Lotus, Wrigley's, Bic, Hershey's, Nadec).
- Led a year-to-date business review of Hershey's product sales, proposing strategies to counter the disruption of sales from parallel imports.
- Evaluated merchandising planograms and pricing value chains to highlight marketable assets.

### ProgressSoft

Amman, Jordan

*Summer Marketing Intern*

July - August 2022

- Designed newsletters promoting ProgressSoft's mPay 2.0 payment service, distributed to potential and existing B2B clients.
- Collaborated with multiple departments to conceptualize and design ProgressSoft's exhibition booth at Sibos, a leading global fintech conference.
- Supported outreach efforts targeting global central banks to promote adopting digital payment solutions (who needs it, why do they need it and how can we get it to them).

### Swinerton Builders

Los Angeles, USA

*Summer Graphic Design Intern*

July - August 2019

- Designed posters for company events, providing the design principles/skills needed to visually communicate with their target audience.
- Assisted with project proposals presented to global corporations like Coca-Cola, Wells Fargo, and Hyatt.

## ADDITIONAL

- Technical Skills: Adobe (Photoshop, Illustrator, InDesign), Microsoft 365 Suite, Tableau, R Studio, Autodesk Fusion, AI tools (Chat GPT, Dall-E, Runway ML) .
- Expertise: Visual Storytelling (qual/quant), Competitive Landscaping, Ethnographic Research, Semiotics.
- Languages: Bilingual (Arabic).