

SAFA SALMAN

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EDUCATION

University of Michigan - Stephen M. Ross School of Business

September 2022 - April 2026

Bachelor's, Business Administration

- Emphasis in Finance
- Vice President of Marketing and Communications, Ross First-Generation Network
- Member, Arab Business Society

EXPERIENCE

Dana

June 2023 - August 2023

Trade Compliance Intern

Novi, MI

- Analyzed technical blueprints and multi-language invoices for 5,000 automotive parts to assign accurate tariff codes and ensure eligibility for trade compliance certifications
- Compiled and verified part specifications across 10 spreadsheets to streamline the international trade certification process
- Streamlined data management by uploading critical part descriptions and plant origins to the aftermarket database, facilitating timely issuance of 85 trade compliance certificates

University of Michigan - Ford School of Public Policy

June 2021 - August 2021

Poverty Solutions Project Intern

Ann Arbor, MI

- Spearheaded food security campaign to expand visibility, resulting in 30% increase in local community awareness
- Translated Child Tax Credit Q&A text hotline into Arabic, enabling access to critical financial resources for Arabic-speaking residents
- Synthesized best practices research into reports for University of Michigan faculty, providing framework for poverty reduction policy recommendations
- Cultivated relationships with 5 key stakeholders to coordinate poverty reduction initiatives and streamline community outreach efforts

SummerWorks

June 2020 - August 2021

Student Representative

Ann Arbor, MI

- Led professional development workshops on resume writing and interview techniques for 35 youth participants, resulting in 95% favorable feedback rating and improved technical skills
- Spearheaded feedback initiatives by designing and distributing weekly surveys to identify program gaps, achieving 25% increase in weekly attendance and engagement
- Advised participants on job search strategies and application materials through one-on-one coaching sessions, contributing to successful placement of 15 students in local internships

Akervall Technologies

June 2020 - August 2020

Sales and Marketing Intern

Saline, MI

- Executed influencer scouting protocols using ZoomInfo to identify 14 brand partners, resulting in 20% increase in social media engagement and expanded brand reach
- Analyzed regional sales trends and competitor data to provide market expansion recommendations for leadership, identifying 8 new growth opportunities
- Managed targeted social media campaigns across 4 platforms, achieving 10% increase in website traffic and strengthening online brand presence

ADDITIONAL

- Facilitated weekly review sessions for 80+ Brand Management students as a Teaching Assistant and evaluated course assignments to support faculty instruction
- Authored tech-enabled innovation case study featured in Ross Professor's publication, clarifying research findings from course