

Aisha Mansuri

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Education

Rutgers University, School of Communication & Information

New Brunswick, NJ

Bachelor of Arts, Information Technology & Informatics (Web Design & Development Track)

Expected Graduation: Jan 2027

Minor in Cognitive Science

Coursework: Consumer Media Culture, Human-Centered Tech Design, Social Media Marketing, Human-Computer Interaction, Graphic Design, Media & Pop Culture, Storytelling in Digital Media, Social Informatics, Cognition & Decision Making

Work Experience

Condé Nast (Vogue, GQ, Architectural Digest, Condé Nast Traveler)

New York, NY

Digital Marketing Intern

June 2025 - Aug 2025

- Drove 27% subscription revenue growth by optimizing UX, paywall logic, and content placement across the top 4 brands
- Managed 5+ monthly A/B tests, analyzing performance data to improve conversion rate (CVR), acquisition, and engagement KPIs
- Developed creative assets for Vogue and GQ cover launches, reaching 60M+ followers across site and organic social campaigns
- Planned new subscription and paywall strategy for Pitchfork's 10M+ users, applying insights from existing models to drive adoption
- Collaborated with editorial, creative, product, and CRM teams on global brand marketing campaigns and new cover launches, overseeing briefing, tracking, and delivery of all digital campaign assets through Airtable

NBCUniversal, The Tonight Show Starring Jimmy Fallon

New York, NY

Research, Production & Supervising Producer's Intern

Sep 2024 - May 2025

- Developed 160+ research packets for upcoming guests by compiling and synthesizing 25+ video interviews daily across YouTube and TV networks, supporting segment producers and researchers in development of interview script for an audience of 2M+ viewers
- Created digital archive system of 3K+ episodes for guest re-appearances, to improve efficiency in identifying content gaps, synthesizing post-show summaries, and content repurposing for digital platforms TikTok and Instagram
- Collaborated with writers, producers, and talent teams across 130+ episodes to develop creative segment ideas, manage daily staff rundowns, support on-set rehearsals, and ensure timely delivery of high-priority projects under tight deadlines
- Managed confidential, high-profile talent logistics and communication for 100+ celebrity guests in partnership with Supervising Producer and Host, ensuring smooth backstage and on-air execution

RéVive Skincare

New York, NY

Brand Creative & Marketing Intern

June 2024 - Aug 2024

- Designed 50+ branded digital assets across social, retail, and e-commerce platforms for creative marketing campaigns
- Led UX and visual design refresh of desktop and mobile website, through close collaboration with Creative VP, enhancing user flows, navigation, and the visual storytelling of products, resulting in improved user engagement
- Conducted competitor analysis across 6+ key luxury skincare brands and established cohesive style guide informing visual direction
- Streamlined product photography efforts through curation of pre-production moodboards, early collaboration and alignment with key stakeholders, producing self-directed product shoots, and provided on-site assistance to social marketing team

Leadership Experience

Creative X

New Brunswick, NJ

Events Director

Aug 2025 - Present

- Grew community 3x in 1 semester through coordinated outreach and event strategy, securing sponsorships from Figma and Notion
- Educated 80+ students weekly on UX design principles and industry tools by developing and leading interactive hands-on Figma workshops, establishing Rutgers' first UX design club as a campus-wide resource

Rutgers Women in Information Technology

New Brunswick, NJ

Creative Vice President

Aug 2024 - Present

- Led team of 3+ to produce cohesive brand identity, content, and high-quality marketing assets across social media and email
- Directed digital strategy and creative vision for a 1.5K+ member community of women in tech, driving engagement for events

Rutgers Blueprint

New Brunswick, NJ

UX Design Fellowship

Jan 2024 - April 2024

- Designed and launched a social collaborative playlist feature for Apple Music using Figma, driving a 40% increase in user engagement; conducted research with 30+ users to identify pain points and translated insights into high-fidelity prototypes, presenting a final case study showcasing measurable UX improvements

Skills

- **Tools:** Figma, Adobe Creative Suite (Premier Pro, Illustrator, Photoshop, InDesign), Canva, Google Workspace, Airtable
- **Interests:** Creative & Visual Design, Marketing Strategy, Storytelling, Audience Engagement, Consumer Insights