Norah Mehanna

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EDUCATION

Santa Clara University - Leavey School of Business *Class of 2029*
- Bachelor of Science in Commerce - Finance, Minor in Entrepreneurship, Retail Studies ***Santa Clara, CA***
- Involvements: Middle Eastern and North African Club, Delta Sigma Pi, Women In Business *3.92 GPA*

The Harker School *Class of 2025*
- High School Diploma ***San Jose, CA***
- Involvements: Varsity Volleyball, Middle Eastern Student Association, DECA *4.01 GPA*

WORK EXPERIENCE

Santa Clara University *September 2026 - Present*
Peer Educator in Arabic ***Santa Clara, CA***
- Mentor eight Arabic 1 students weekly through one-on-one and group sessions
- Facilitate practice and review sessions outside of class to support students' progress
- Collaborate with professor to identify where students are struggling and adjust upcoming material

Teaspoon *April 2026 - August 2026*
Marketing Intern and Brand Ambassador ***Santa Clara, CA***
- Shoot and edit short-form content for Instagram/TikTok to drive brand engagement
- Create dedicated launch videos for new product releases to build anticipation and sales
- Manage end-to-end content production, from filming, editing, to posting

Banana Republic *January 2026 - August 2026*
Brand Associate ***Santa Clara, CA***
- Deliver personalized styling recommendations to customers, driving sales and customer retention
- Maintain visual merchandising standards by organizing and replenishing merchandise
- Build strong customer relationships through attentive service, contributing to the loyalty program

Vivid Brows and Skin *March 2025 - Present*
Studio Experience Coordinator and Content Manager ***Los Gatos, CA***
- Manage client experience from check-in to check-out and client communication
- Support estheticians by preparing treatment rooms and tools, and other front desk duties
- Create social media content on various platforms to maintain social engagement

Curlosophy *August 2023 - June 2025*
Co-founder ***San Jose, CA***
- Led marketing initiatives, created content for all platforms, and managed platforms
- Designed the company's website and took all product photos used on the website
- Managed order and distribution logistics from start to finish and personally fulfilled orders

LEADERSHIP

Delta Sigma Pi - Gamma Xi Chapter *December 2025 - Present*
VP of Marketing for Alpha Omega Pledge Class, Active Brother
- Led and executed a marketing strategy, increased engagement, and led branding initiatives

DEI Chair *September 2026 - Present*
- Drive inclusion efforts, organize workshops and events that promote equitable representation

Middle Eastern Student Association *August 2022 - May 2025*
President, Social Media Manager, Active Member
- Organized cultural events and discussions to celebrate Middle Eastern heritage and student voice

DECA - Distributive Education Clubs of America *August 2021 - May 2025*
Member
- Participated in Apparel and Accessories Marketing Series and Retail Merchandising Series

Second Harvest Food Bank *August 2021 - Present*
Volunteer ***San Jose, CA***
- Assisted volunteer teams by packaging and organizing food for community distribution

Skills and Interests

Skills: Anthropic AI fluency certificates, brand management, event planning, customer engagement, social media marketing, content creation
Interests: Volleyball, The Closer/Major Crimes, Luxury retail, fashion, natural hair care, podcasts, history, Pilates, baking