

Norah Mehanna

San Jose, CA · nmehanna@scu.edu · linkedin.com/in/norah-mehanna

EDUCATION

Santa Clara University, Leavey School of Business \ B.S. in Commerce, Finance · Minor in Entrepreneurship and Retail Studies Class of 2029 \ Santa Clara, CA
GPA: 3.92 · Involvements: Middle Eastern and North African Club, Delta Sigma Pi, Women in Business
The Harker School \ High School Diploma Class of 2025 \ San Jose, CA
GPA: 4.01 · Varsity Volleyball, Middle Eastern Student Association, DECA

EXPERIENCE

Peer Educator in Arabic \ Santa Clara University Sept 2026 – Present \ 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.
Marketing Intern and Brand Ambassador \ Teaspoon Apr 2026 – Aug 2026 \ 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 and editing to posting.
Brand Associate \ Banana Republic Jan 2026 – Aug 2026 \ 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.
Studio Experience Coordinator and Content Manager \ Vivid Brows and Skin Mar 2025 – Present \ 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.
Co-founder \ Curlosophy Aug 2023 – Jun 2025 \ 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 & INVOLVEMENT

Delta Sigma Pi, Gamma Xi Chapter — VP of Marketing for Alpha Omega Pledge Class and Active Brother Dec 2025 – Present
Led and executed a marketing strategy, increased engagement, and led branding initiatives.
Delta Sigma Pi — DEI Chair Sept 2026 – Present
Drive inclusion efforts, organize workshops and events that promote equitable representation.
Middle Eastern Student Association — President, Social Media Manager, Active Member Aug 2022 – May 2025
Organized cultural events and discussions to celebrate Middle Eastern heritage and student voice.
DECA — Member Aug 2021 – May 2025
Participated in Apparel and Accessories Marketing Series and Retail Merchandising Series.
Second Harvest Food Bank — Volunteer Aug 2021 – Present
Assisted volunteer teams by packaging and organizing food for community distribution.

SKILLS & INTERESTS

Skills Brand Management · Social Media Marketing · Content Creation · Event Planning · Customer Engagement · Anthropic AI Fluency Certificates
Interests Volleyball · Luxury retail · Fashion · Natural hair care · Podcasts · History · Pilates · Baking