

Aaisha Shafique

I am a creative, analytical, and observant student looking to grow my marketing and web design experience as well as meet new people to broaden my perspectives and connections.

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SKILLS AND COMPETENCIES

- Great attention to detail
- Strong interpersonal communication skills
- Outstanding time management skills
- Ability to adapt to change easily
- Exceptional organizational skills
- Fluent in Urdu and English
- Strong teamwork capabilities
- Knowledge of and experience using Adobe Photoshop and Illustrator
- Qualitative knowledge of HTML/CSS, Bootstrap Framework and WordPress
- Applicable knowledge of marketing such as SEO, various ad types, A/B testing and ad managers
- Experience in creating content for social media utilizing user research and latest trends

EDUCATION

University of Toronto Mississauga Campus

2015-2020

Honors Bachelor of Arts

Digital Enterprise Management Specialist

- Courses taken in this program involve understanding, implementing, and managing **project management, entrepreneurship, technology strategy, web design, and collaborative planning and development.**

WORK EXPERIENCE

Sheridan College – Trafalgar Campus

May 2019 – Present

Teaching Assistant

- CCT250 – Illustrator/Photoshop design course, taught students how to use the software
- CCT260/CCT360 – Web Design courses, help students identify problems in their HTML/CSS code
- CCT356 – Online Advertising and Marketing course, guide students in using marketing techniques
- CCT355 – E-Business Technologies, help students understand various KM and CRM software and their uses

Canadian Premature Babies Foundation

Marketing Communications Specialist

Jan 2020 – April 2020

- Created Google Ads utilizing the organizations Google Ad Grant for the months of February and March
- Wrote two blog articles according to the topic given by the supervisor which brought in a total of 112 views on the CPBF website
- Compose social media captions for the organization's Facebook, Twitter, and Instagram accounts according to the monthly schedules