

Abdullah

Nassar

Marketing Specialist

Location: Ontario, CA

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Work experience

Arts Network Ottawa | Marketing Coordinator Intern

Ottawa, ON | 03.2023 – 06.2024

- Developed visually engaging marketing materials to support product launches and promotions
- Improved website traffic with the implementation of SEO best practices and keyword research
- Enhanced brand visibility by developing and implementing targeted marketing campaigns
- Collaborated with Influencers and Artists to provide them a platform to share their work

MILLIONS.co | Brand Ambassador - Freelance

Ottawa, ON | 03.2023 – 06.2024

- Created various content for MILLIONS.co social media pages
- Engaged with prospective and existing sports fans and athletes in a professional and friendly manner
- Became a credible brand expert with knowledge of athletes, teams, and product offerings
- Used Photoshop and AfterEffects to create engaging content for athletes and fans alike

MD Financial Management | Client Reporting Administrator - Internship

Ottawa, ON | 09.2022 – 03.2023

- Developed and maintained a variety of communication channels among all internal stakeholders regarding the status of tax production activities and timelines
- Performed routine data integrity audits to ensure accurate and complete tax reporting and performed data clean up as required

Incubator13 | Marketing Coordinator Intern

Ottawa, ON | 06.2022 – 09.2024

- Increased customer engagement through social media.
- Developed marketing content such as blogs, promotional materials, and advertisements for social media.
- Oversaw social media presence and aligned posts to include branding and trending ideas & used Adobe Tools, Canva and other editing tools to improve content design

Truxweb Inc. | Marketing & Research Intern

Montreal, QC | 02.2022 – 05.2024

- Developed expertise in various market research software tools and platforms like Tableau, Google Trends and managed it all using tools like Asana
- Created a marketing plan for the year 2022 & helped with planning and hosting of marketing events.
- Contributed to mock-ups, email campaigns, and social media content.

Education

Carleton University | Bachelor's Degree

Ottawa, ON | 2020 - 2024

Bachelor of Science: Business – Concentration in management

Skills

Bilingual (Arabic - English) • Effective communication • Active listening • SEO/SEM marketing • Data Analysis • Copywriting • Adobe Premiere Pro • Adobe After Effects • Adobe Photoshop • WordPress • Excel • Canva • Python • Event Planning • JavaScript • Asana • Social Media Marketing • Google Analytics • Adaptability • HTML & CSS |
■ *All professional proficiency or above*