

# Ayesham Raheel

Digital Marketing & Multimedia Specialist | Singapore, SG | [ayeshamraheel@gmail.com](mailto:ayeshamraheel@gmail.com) | [LinkedIn](#) | [Website](#)

## EDUCATION

### University of Waterloo, Waterloo, ON

September 2021 - June 2027

Bachelor of Global Business & Digital Arts (Honours, co-op)

### Nanyang Technological University, Singapore

August 2025 – December 2025

Exchange Program at the School of Art, Design and Media

## EXPERIENCE

### Marketing & Digital Media Intern

May 2025 - August 2025

Artistry Community, Toronto

- Led end-to-end digital marketing and social campaigns for an online arts platform showcasing emerging Canadian artists, driving a 35% increase in monthly profile visits and 20% growth in exhibition sign-ups.
- Managed outreach to 150+ Toronto creatives and community partners, securing 12 new artist collaborations and expanding the network for upcoming virtual exhibitions.
- Served as Project Manager for the platform's virtual exhibition series, coordinating a cross-functional team of 10+ designers, artists, and media contributors, ensuring on-time delivery of all creative assets.
- Designed campaign visuals, social templates, and branding materials that boosted Instagram engagement by 28% and increased overall online visibility across key channels.

### GBDA Ambassador

Sept 2024 - Present

University of Waterloo, Stratford School of Interaction Design and Business

- Guided 300+ prospective students and parents during campus tours and Open House events, delivering clear program insights with professionalism and high-energy engagement.
- Organized and executed 5+ major student-facing events each term, boosting community participation by 40% and strengthening program spirit through interactive activities, workshops, and mixers.
- Secured partnerships and sponsorships with local brands, including Chatime Bubble Tea, helping provide free merch, drinks, and activity materials for student events without exceeding budget limits.
- Developed and managed event budgets ranging from \$300–\$1,200, strategically allocating funds for supplies, décor, promotional materials, and giveaways while ensuring cost-effective execution.
- Collaborated with faculty, administrative staff, and student leaders to collect and summarize feedback from 100+ students, contributing to program improvements and the enhancement of student experience initiatives.

### Social Media Coordinator

Sept 2023 - Sept 2025

Fashion for Change Representative for University of Waterloo, Wilfred Laurier & Conestoga College

- Planned and promoted large-scale charity events and fundraisers, driving 60% of total ticket sales through targeted Instagram and TikTok marketing campaigns.
- Managed multi-campus social media accounts, consistently generating 1,000–3,000+ impressions per post and boosting engagement by 35% through creative content strategies.
- Produced high-performing content (reels, graphics, behind-the-scenes coverage), contributing to steady audience growth and increased brand visibility across three universities.
- Secured 4+ business partnerships and collaborated with 3 campus clubs, raising sponsorship funds that supported show production, decor, and student giveaways.

### Marketing & Admin Coordinator

Jan 2021 - Jan 2022

Re/max Gold

- Scheduled 30+ weekly client and property appointments while maintaining a streamlined digital and physical filing system, improving overall office efficiency and response time.
- Managed logistics for 10+ board conferences and coordinated meetings with 20+ prospective investors, contributing to \$500K+ in successful deal closures and accelerating sales pipelines.
- Designed polished PowerPoint presentations and property pitch decks that strengthened client negotiations and supported investor decision-making.
- Coordinated listings and communication between clients, brokers, and investors, ensuring seamless collaboration and supporting ongoing business growth.

## SKILLS

**Soft skills:** Communication, Collaboration, Project Management, Leadership, Adaptability, Attention to Detail, Time Management, Critical Thinking, Problem-Solving.

**Technical skills:** Digital Marketing (Social Media Management, Content Creation, SEO Basics, Analytics), Canva, Figma, Adobe Creative Suite (Photoshop, Illustrator, Premiere Pro), UX/UI Design, Prototyping, Wireframing, Microsoft Office, Notion, Trello, AI Prompting (Midjourney, Sora, Suno, Runway), HTML, JS & CSS.