

# Chris Smith

✉ rizwaanahid@gmail.com 📠 6479639702 🌐 rizwaanahid.github.io/Portfolio/

## SUMMARY

Communications and Marketing Specialist with over 5 years of experience delivering strategic digital engagement campaigns, stakeholder partnerships, and multimedia content creation. Proven problem-solving ability, adaptability, and attention to detail in diverse, fast-paced environments. Skilled in developing data-driven communications, gathering and integrating stakeholder feedback, and producing materials that support organizational goals. Dedicated to leveraging communications expertise to effectively support military families, public service initiatives, and defence sector priorities.

## RELEVANT EXPERIENCE

### Communications and Marketing Officer (contract) | Harvard University, Boston, MA, USA

August 2025 - October 2025

Delivered targeted digital communications to support institutional branding and stakeholder engagement, within a focused contract period. Developed and executed campaigns leveraging analytics to optimize outreach impact

- Developed and executed targeted digital campaigns increasing stakeholder engagement by 25%
- Produced multimedia social media content for Facebook, LinkedIn, Instagram
- Crafted talking points, media lines, and press releases aligned with organizational goals
- Facilitated collaboration across teams to coordinate event messaging and media outreach

### Instructional Designer (contract) | Massachusetts Institute of Technology, Boston, MA, USA

August 2025 - October 2025

Led rapid learning and curriculum design initiatives focused on improving engagement and operational efficiency within a short-term contract. Collaborated with stakeholders to align training with organizational objectives and improve learner experience using innovative technologies.

- Developed communication materials (web, social media, newsletters, and briefs) supporting outreach and stakeholder engagement
- Piloted adaptive learning content driving a 30% engagement increase
- Led material coordination aligning with leadership priorities through briefing presentations
- Applied accessibility standards and rapid prototyping to optimize content usability
- Conducted research and analyzed engagement metrics, integrating survey feedback to refine strategies

### Digital Content and Communications Specialist (contract) | Carleton University, Ottawa, ON, CA

March 2025 - August 2025

Coordinated comprehensive digital engagement campaigns fostering inclusivity and diversity across campus populations. Created reports and collaborated with departments to enhance communication effectiveness.

- Supported content delivery projects, ensuring AODA compliance and improved accessibility across platforms
- Ensured SCORM and AODA compliance of digital assets, enhancing accessibility and engagement
- Built dashboards to measure communication effectiveness and engagement
- Managed content publishing workflows, ensuring data privacy compliance
- Collaborated with graphic designers to produce visual communication materials

### Engagement Strategy Advisor (contract) | Carleton University, Ottawa, ON, CA

September 2022 - September 2023

- Planned and executed digital and print communication strategies supporting alumni and advancement engagement priorities
- Developed and produced communication materials across web, social, and email channels to promote alumni initiatives, events, and fundraising campaigns
- Collaborated cross-functionally with advancement staff, volunteers, and campus units to align messaging and deliver consistent audience experiences
- Researched and wrote targeted appeals, donor updates, newsletters, proposals, and case-for-support documents to aid cultivation and stewardship
- Managed alumni-focused social media accounts including content planning, copywriting, audience monitoring, and analytics reporting
- Coordinated the execution of engagement initiatives and events ensuring high-quality deliverables within deadlines
- Drafted, proofread, and edited marketing and fundraising materials ensuring accuracy, clarity, consistency, and alignment with Carleton's visual identity and tone of voice
- Conducted research and audience analysis to inform communication planning and measure campaign performance
- Liaised with University Communications and external partners to promote campaigns, events, and advancement priorities
- Supported website updates, database maintenance, and content management within Advancement's CMS

### Associate Producer, Story Editor, Writer | The Sports Network (TSN), Toronto, ON, CA

December 2010 - August 2021

- Coordinated broadcast communications and editorial workflows under tight deadlines, ensuring timely delivery and quality control
- Managed production schedules and mentored junior staff, demonstrating problem-solving, adaptability, and sound judgment
- Developed and maintained effective communication channels with internal teams and external vendors, including executives and senior leadership

- Oversaw graphic and multimedia content integration for broadcast presentations across television and social media
- Monitored metrics and audience feedback to inform continual production and communication improvements
- Collaborated with producers and media partners to maintain editorial accuracy and audience engagement quality
- Managed archival databases ensuring accurate metadata, consistent naming conventions, and secure storage for easy retrieval and compliance with organizational standards

#### **Sprott Employability Passport Coordinator (contract) | Carleton University, Ottawa, ON, CA**

October 2024 - March 2025

Directed employability training and career readiness advising for business students, managing compliance and partnerships. Enhanced student success by applying data-driven management of career platforms.

- Maintained LMS dashboards tracking skill growth and program ROI, increasing student success by 16%
- Coordinated career readiness workshops and established partnerships with employers
- Assisted in maintenance of communication databases, ensuring accuracy and data integrity

#### **CuPortfolio & IT Development Coordinator (contract) | Carleton University, Ottawa, ON, CA**

September 2023 - October 2024

- Managed LMS/LXP platforms supporting 5,000+ users, ensuring accessibility and equity compliance
- Delivered training sessions and presentations supporting digital transformation
- Facilitated cross-department collaboration and communication logistics

#### **Educational Technology Specialist (contract) | Carleton University, Ottawa, ON, CA**

August 2021 - September 2022

- Led adaptive learning pilots improving learner engagement by 30%
- Supported cross-department LMS integration projects

#### **Lifelong Learning Lecturer (contract) | Carleton University, Ottawa, ON, CA**

January 2024 - May 2025

- Facilitate workshops applying adult learning principles to improve learner engagement

#### **Professor (contract) | Georgian College, Barrie, ON, CA**

September 2018 - April 2024

- Delivered inclusive communications curriculum and supported staff and student engagement

### **PROJECTS**

#### **Engineering Iron Ring & Graduation Digital Campaign (2025) | Carleton University**

[www.instagram.com/carleton\\_engdesign/?hl=en](https://www.instagram.com/carleton_engdesign/?hl=en),

March 2025 - June 2025

- Created interactive content boosting student engagement by 40% and prospective students by 18%

#### **Efficiency Improvements in Sprott (2024)**

October 2024 - March 2025

- Automated reporting workflows integrating EDI and authentic learning theory aligned with institutional priorities

#### **"Hard to Study When You're Hungry" Campaign (Carleton Food Bank, 2023) | Carleton University**

[vimeo.com/818420627?share=copy](https://vimeo.com/818420627?share=copy),

April 2023 - May 2023

- Developed multi-channel engagement content increasing awareness by 25%

#### **Co-op/Career Website Migration & UX Redesign (2023) | Carleton University**

April 2024 - August 2024

- Led website redesign improving accessibility and usability by 15%, supporting inclusivity goals

### **SKILLS**

- Strategic and Digital Communications
- Content Development and Management (Web, Social Media, Newsletters)
- Stakeholder Engagement and Liaison
- Briefing Notes, Creative Briefs, and Presentations
- Event Coordination and Marketing Support

- Accessibility and Privacy Compliance (AODA, GDPR)
- Data Analysis, Metrics, and KPI Reporting
- Research Methods, Survey, and Feedback Integration
- Graphic Design Collaboration and Content Management Systems
- Languages: English (Fluent), French (Basic conversational and reading)

## EDUCATION

**Master of Education, Teaching and Learning** | University of Ottawa

Ottawa, 2020

**Certificate, Business Communications** | Toronto Metropolitan University

Toronto, 2016

**Bachelor of Arts, Mass Communication** | Carleton University Ottawa,

2010

## LEADERSHIP & COMMUNITY INVOLVEMENT

**Chair - Communications Committee** | Carleton University | CUPE2424

September 2022 - Present

**Volunteer Consultant - Racial Justice Committee** | Carleton University | CUPE2424

September 2022 - Present

**Volunteer Public Relations Coordinator** | Special Olympics Durham | Special Olympics Ontario October

2013 - October 2019

- Collaborated with Canadian Legion to plan and host events, award ceremonies, and fundraisers

**Leading Seaman** | The Royal Canadian Sea Cadet Program

May 2002 - September 2005