

# Rizwaan Zahid

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## 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.

## 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