EDDIE KIRABO

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Diligent and experienced marketing and data analyst professional, with a comprehensive educational background in Business, Economics, Marketing and Finance, complemented by Postgraduate Certificate in Financial Services and Marketing Management. Extensive internship experience, including roles as a marketing coordinator Intern, Marketing Analyst, and Data Analyst. With a proven track record in marketing roles, underscored by the achievement of the CAPM project management certification. Embodying skills like excellent communication and customer service skills, with a natural ability to engage effectively with diverse clientele.

EXPERIENCE

Chloe &Lee Toronto, ON   Jan 2024 - Present
Shopify Store Manager, Self Employed
- Performed in depth competitor analysis to check their activities, ad placement, PPC bids and website landing pages.
- Utilized best SEO optimization practices to boost brand visibility on social media.
- Created informative entertaining posts for the brand's TikTok, Facebook and Instagram using tools like Canva Pro, Fliki Ai and Adobe Illustrator.
- Performed Keyword research using Google Keyword word planner and SEMrush to improve SEO for the website and improve search results ranking by making Blog posts and improving the landing page.

University of Toronto - Toronto, ON   Sep 2023 - Dec 2023
Marketing Coordinator Co-op
- Developed and executed a marketing strategy for the University of Toronto School of Continuing studies which led to a growth in the enrollment of post graduate students by 15% since the pandemic drop.
- Played a crucial role in the analysis and tracking of KPIs which increased the effectiveness of marketing campaigns.
- Reinforced decision making by showing data driven insights to all stakeholders which helped in allocating ad spend in an effective way.
- Increased lead generation by 15% through developing data dashboards and data reports using Power BI.

Rothman Benson & Hedges - Toronto, ON   June 2023 – Jan 2024
Field Marketing and Sales Representative (Part – Time)
- Implemented field marketing campaigns and city activations for the company's products in the Greater Toronto Area and surrounding cities.
- Cooperated with the regional marketing manager in the implementation and design of an effective research strategy which helped in increasing the sales of the company's products.
- Supported the sales department by meeting and exceeding the weekly sales goal of 5 product sales per month by executing effective ethical field sales tactics with high customer satisfaction.

Oscar Wylee Canada - Toronto, ON   Nov 2022 - Feb 2023
Marketing Analyst Intern
- Performed competitor analysis by aggregating information about the business' services, products and pricing for 30 plus competitors and prepared insightful data reports for the senior management.
- Performed insightful customer analysis from marketing data using SQL to deduce effective marketing activities and improve on marketing strategies and maximize ROI.
- Created financial models, presentations and made sales proposals across the business' retail and e-commerce channels.
- analytics reports to the digital marketing team which led to increased web traffic and conversion rates by 7%

CERTIFICATIONS

Certified Associate Project Manager CAPM, Microsoft Excel Certified: Data Analyst Associate, The Complete Salesforce Certified Administrator Course + AI Udemy

SKILLS

Tools & Programming: ,MySQL, MS Office, Google Analytics, Power BI, Canva, Meta Business suite, HubSpot, HTML,CSS
Business Skills: Project Management, Risk Management, Financial Analysis, Budgeting, Adaptability
Soft Skills: Stakeholder Management, Problem Solving, Analytical Skills, Strategic and Cross-functional Leadership.

EDUCATION

Post Graduate Diploma, Financial Services and Marketing Management, George Brown College, Canada
Post Graduate Diploma, Project Management, St. Lawrence College, Canada
Bachelor of Business Economics, University of Bedfordshire, England