RIZWAAN ZAHID

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PROFESSIONAL EXPERIENCE

Massachusetts Institute of Technology (MIT)   **Cambridge, MA, USA**
Instructional Designer   *August 2025 - Present*
- Designed and developed engaging, high-quality learning programs for the MIT community using ADDIE and Backward Design instructional frameworks.
- Conducted comprehensive needs analyses and collaborated with subject matter experts to create relevant curricula, multimedia presentations, and interactive activities.
- Led inclusive workshops and trainings applying Universal Design for Learning (UDL) principles to tailor content for diverse audiences comprising students, faculty, and staff.
- Facilitated project kickoff meetings, regular check-ins, and incorporated stakeholder feedback to iterate and improve learning experiences.
- Ensured accessibility and usability of online and virtual learning experiences, incorporating tools like Figma and MURAL for enhanced engagement.

Harvard University   **Boston, MA, USA**
Communications and Marketing Officer   *August 2025 - Present*
- Enhanced stakeholder engagement by 40% through strategic planning and project management of university-wide sustainability marketing campaigns, utilizing key performance indicators to measure impact and ensure compliance.
- Increased program visibility and client satisfaction by implementing effective communication strategies and delivering constructive feedback to stakeholders, ensuring alignment with organizational objectives.
- Drove measurable growth in audience engagement by developing and managing social media strategies, tracking performance management metrics, and applying decision-making based on analytics.
- Strengthened team collaboration and conflict management by facilitating open communication, supporting organizational skills development, and resolving conflicts to ensure successful delivery of sustainability initiatives.
- Supported financial reporting accuracy and compliance by coordinating with internal and external partners, monitoring adherence to institutional policies, and contributing to transparent budget communication for sustainability projects.

Carleton University   **Ottawa, ON, CA**
Digital Content and Communications Specialist   *March 2025 – August 2025*
- Increased alumni and donor engagement by 20% by leveraging CRM systems and analytics to refine communication strategies, supporting compliance and client satisfaction.
- Enhanced digital content efficiency and accuracy by customizing communications with HTML, tracking key performance indicators, and ensuring compliance.
- Improved stakeholder engagement by producing video content and reports using Camtasia, applying project management, strategic planning, and performance management.
- Ensured communications aligned with organizational goals by coordinating ERP updates, facilitating effective communication, and providing constructive feedback for decision-making.
- Fostered team collaboration and performance by utilizing communication skills and conflict management to encourage teamwork and resolve issues.

Carleton University   **Ottawa, ON, CA**
Lifelong Learning Lecturer   *January 2024 – July 2025*
- Increased learner engagement by 30% in university workshops for adult learners by streamlining project management and compliance tracking, ensuring alignment with university policies and enhancing client satisfaction through effective communication.
- Improved curriculum relevance and learner outcomes by developing case-based modules on CRM, SaaS, and ERP concepts, integrating key performance indicators and feedback for ongoing performance management and evidence-based decision-making.
- Enhanced workshop delivery efficiency and compliance in the Lifelong Learning program by implementing strategic planning and financial reporting processes, ensuring adherence to institutional standards and optimizing resource allocation.

- Fostered a collaborative professional development environment in ongoing education initiatives by leveraging organizational and communication skills to facilitate constructive feedback, resolve conflicts, and support content customization based on participant needs.

Carleton University   **Ottawa, ON, CA**
Sprott Employability Passport Coordinator   *October 2024 - March 2025*
- Improved reporting accuracy by 20% by directing project management efforts utilizing Power Automate, Power BI, and CRM data to streamline workflows, ensure compliance, and enhance financial reporting.
- Increased program engagement and client satisfaction by 25% by leading strategic planning, developing documentation, and facilitating effective communication for student-facing SaaS platforms.
- Enabled process improvements and data-driven decision-making by implementing key performance indicators and collaborating with technical teams for performance management and compliance.
- Enhanced digital resource accessibility by 30% by producing and editing video tutorials using Camtasia, leveraging organizational skills to support client satisfaction.
- Facilitated conflict management and team cohesion by providing clear communication and constructive feedback during collaborative projects.

Carleton University   **Ottawa, ON, CA**
CuPortfolio & IT Development Coordinator   *September 2023 - October 2024*
- Increased user adoption and client satisfaction by 30% through developing comprehensive training resources and streamlining onboarding for student-facing enterprise software platforms, utilizing project management expertise, communication skills, and constructive feedback.
- Improved data integrity and accuracy of financial reporting by 20% by optimizing content architecture, implementing HTML-based customizations, and ensuring compliance during CRM and ERP system integrations, supporting data-driven decision-making.
- Enhanced accessibility and compliance for over 2,000 users by conducting risk assessments, executing SaaS platform updates, and applying strategic planning and effective communication to maintain standards.
- Expanded learning opportunities and improved performance management outcomes by producing and editing video tutorials and quick guides, using key performance indicators to evaluate training effectiveness and support organizational skills development.
- Streamlined cross-functional collaboration and reduced onboarding time by 25% by facilitating effective communication, providing constructive feedback, and applying conflict management skills to deliver enterprise IT projects on schedule.

Georgian College   **Barrie, ON, CA**
Professor   *September 2018 - April 2024*
- Increased student engagement and knowledge retention by 30% by using project management and strategic planning to enhance digital learning programs and ensure client satisfaction.
- Improved curriculum evaluation accuracy and compliance by streamlining assessments and enhancing financial reporting for data-driven decision-making.
- Enhanced course delivery and performance management by using key performance indicators and feedback analysis to inform instructional improvements.
- Fostered a collaborative and inclusive environment by using organizational skills and effective communication for conflict management, constructive feedback, and client satisfaction.

Carleton University   **Ottawa, ON, CA**
Engagement Strategy Advisor   *September 2022 - September 2023*
- Increased donor and student engagement by 25% by designing and executing multi-channel campaigns leveraging CRM data and enterprise software, supporting client satisfaction and compliance with institutional standards.
- Enhanced workflow efficiency by 30% by developing and implementing project management strategies and optimizing communication processes for SaaS-based platforms, utilizing strong organizational skills and effective communication.
- Improved content accessibility and user experience by contributing to accessibility and equity policy updates, applying compliance expertise and strategic planning to ensure inclusive communications in line with ERP system requirements.
- Supported onboarding and professional development by producing and editing training and engagement videos, fostering constructive feedback, effective communication, and conflict management among staff and volunteers.
- Enabled evidence-based decision-making by tracking analytics and developing key performance indicators for engagement initiatives, supporting continuous improvement and financial reporting requirements.

Carleton University   **Ottawa, ON, CA**
Educational Technology Specialist   *August 2021 - September 2022*
- Enhanced program delivery and stakeholder engagement by 30% by implementing CRM integrations and analytics within enterprise software, leveraging project management and strategic planning to support faculty success and ensure compliance.
- Reduced manual reporting time by 40% by developing automated data-driven reports and tutorials, streamlining financial reporting and supporting key performance indicators tracking.
- Increased engagement in faculty development programs by 25% by producing multi-format learning materials and coordinating project management, leveraging organizational and communication skills to drive client satisfaction.
- Improved training effectiveness and resource adoption by designing instructional content for SaaS and ERP systems, using performance management, constructive feedback, and conflict management to ensure effective communication.

TSN   **Toronto, ON, CA**
Associate Producer, Story Editor, Writer   *December 2010 - August 2021*
- Delivered 30+ multimedia projects on schedule by applying project management and organizational skills to coordinate workflows, ensure compliance with timelines, and provide effective communication across departments.
- Increased audience engagement by 20% by utilizing SaaS analytics to set key performance indicators, monitor results, and inform strategic planning for content development, supporting data-driven decision-making.
- Enhanced user experience and team capabilities by developing video tutorials and customized HTML resources to support compliance and client satisfaction, while designing training programs that incorporated performance management and constructive feedback.
- Improved editorial team efficiency and conflict resolution by facilitating training sessions, providing clear communication, and applying conflict management strategies to motivate teams and promote effective collaboration.
- Supported ongoing operational excellence and stakeholder satisfaction by monitoring performance metrics, gathering feedback, and implementing process enhancements to ensure high client satisfaction and strong communication skills across the team.

Self Employed   **Toronto, ON, CA**
Freelance Public Relations Specialist, Journalist & Multimedia Content Creator   *January 2008 - December 2018*
- Increased donor and stakeholder engagement by 30% by leading project management of community campaigns for non-profits, utilizing CRM tools for engagement tracking and ensuring compliance with reporting requirements.
- Improved training effectiveness and audience reach by producing eLearning modules and video tutorials on SaaS and ERP systems, setting key performance indicators for content success and supporting strategic planning through data-driven analysis.
- Enhanced client satisfaction and talent development by creating tailored instructional materials, offering constructive feedback, and driving effective communication and organizational skills within project teams.
- Expanded campaign capabilities for technical audiences by directing end-to-end video production on enterprise software topics, managing teams using performance management best practices and supporting data-driven decision-making.
- Reduced project delivery timelines and improved stakeholder collaboration by applying organizational skills, conflict management, and effective communication to coordinate multiple projects under tight deadlines.

EDUCATION

University of Ottawa   **May 2019 - August 2020**
Master's, Education

Toronto Metropolitan University   **September 2014 - January 2017**
Certification, Communications

Carleton University   **September 2006 - April 2010**
Bachelor's, Communications

SKILLS

Skills: Adobe Creative Suite, Adobe Premiere Pro, Atlassian, Canva, Communications, CorelDRAW, Espresso, Google AdWords, Google Analytics, Google Cloud Platform, Graphic Design, Hootsuite, Hubspot, Interaction Design, Journalism, JIRA, Lead

Generation, Machine Learning, Management, Marketing, Market Research, Power BI, Product Design, Public Speaking, Social Media,
MailChimp, SEO, Excel/Numbers/Sheets, Operations Research, Business Analytics, Adobe Illustrator