Rizwaan Zahid

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SUMMARY

Versatile higher-education professional with experience in administrative support, communications, data analysis, and IT-related projects at Carleton University and other institutions. Skilled in delivering quality work in fast-paced environments, collaborating across teams, and applying technology to improve workflows and reporting. Strong organizational, problem-solving, and customer service abilities.

SKILLS

- **Administrative & Clerical:** Scheduling, documentation, reporting, recordkeeping, process improvement.
- **Data & Reporting:** Power BI, Excel, data analysis, dashboards, workflow automation.
- **Communications & Outreach:** Content creation, social media, newsletters, event support.
- **Technology & IT:** Website management (WordPress, LMS platforms), SharePoint, Microsoft 365, basic troubleshooting.
- **Customer Service:** Responding to inquiries, stakeholder engagement, collaborative problem-solving.
- **Organizational & Planning:** Prioritization, time management, project coordination, workflow optimization.

PROJECTS

Engineering Iron Ring & Graduation Digital Campaign (2025) │ Carleton University

www.instagram.com/carleton_engdesign/?hl=en, March 2025 - June 2025

- Created interactive digital content; increased engagement by 40%.
- Applied analytics to optimize content delivery and measure effectiveness.

Efficiency Improvements in Sprott School (2024)

October 2024 - March 2025

- Automated reporting workflows with Power Automate and Power BI; improved tracking accuracy and participation by 20%.
- Streamlined cross-department communication to enhance program adoption.

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

vimeo.com/818420627?share=copy, April 2023 - May 2023

- Designed multi-channel learning and engagement content; increased student awareness and participation by 25%.
- Developed instructional materials for volunteer training and peer engagement.

Co-op/Career Website Migration & UX Redesign (2023) │ Carleton University

April 2024 - August 2024

- Migrated and redesigned student-facing website; improved accessibility, navigation, and usability by 15%.
- Supported digital adoption with LMS and WordPress expertise.

RELEVANT EXPERIENCE

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

March 2025 - Present

- Produced digital content and reports supporting engagement and communications goals.
- Leveraged analytics to track outreach effectiveness and optimize workflows.
- Collaborated with multiple departments to ensure accessibility and compliance with institutional policies.

Sprott Employability Passport Coordinator (contract) │ Carleton University, Ottawa, ON, CA

October 2024 - March 2025

- Managed student-facing programs, including scheduling, reporting, and process documentation.
- Applied Power BI and workflow automation to improve tracking accuracy and program participation.
- Supported cross-departmental communication to enhance program adoption.

CuPortfolio & IT Development Coordinator (contract) │ Carleton University, Ottawa, ON, CA

September 2023 - October 2024

- Maintained platform content architecture, accessibility, and reporting standards.
- Developed training materials and documentation for faculty and students.
- Implemented system improvements to enhance compliance and efficiency.

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

September 2022 - September 2023

- Coordinated events and campaigns supporting alumni, students, and faculty engagement.
- Produced reports and analysis to support program evaluation and decision-making.
- Supported policy updates and accessibility compliance for communications initiatives.

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

August 2021 - September 2022

- Developed multimedia content and reporting to support faculty and student engagement.
- Applied analytics to optimize workflows and communication strategies.

Professor (contract) │ **Georgian College, Barrie, ON, CA**

September 2018 - April 2024

- Designed and delivered courses in recordkeeping, data analysis, and digital fluency.
- Evaluated student outcomes and produced reports supporting curriculum renewal and program evaluation.
- Built inclusive learning environments grounded in diversity, equity, and belonging principles.

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

January 2024 - Present

- Facilitated workshops and applied adult learning principles to enhance learner engagement.
- Maintained compliance with program reporting requirements and university policies.

Associate Producer, Story Editor, Writer │ **The Sports Network (TSN), Toronto, ON, CA**

December 2010 - August 2021

- Managed editorial workflows and content production under tight deadlines in a unionized environment.
- Produced multimedia content and applied data insights to support programming strategies and audience engagement.

Freelance Public Relations Specialist, Journalist & Multimedia Content Creator │ **Self Employed, Toronto, ON, CA**

January 2008 - December 2018

- Designed and delivered campaigns for non-profits, including social media and multimedia content.
- Tracked outcomes and engagement to inform program adjustments and reporting.

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 - May 2024

Volunteer Public Relations Coordinator │ **Special Olympics Durham** │ **Special Olympics Ontario**

October 2013 - October 2019