

Sumaiya Saleem

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SKILLS

- Strong interpersonal communication skills, both verbal and written, with leadership and business acumen
- Strong competency with web analytics, user research, and analysis in quantitative and qualitative data
- Proven skills with planning user interfaces by applying principals of information architecture, wireframes, and applying evidence based thinking to design
- Creative and analytic problem solver, capable of working in a fast-paced environment
- Aptitude for digital marketing strategies and campaigns
- Completed low and high-fidelity reports, websites, and infographics for big data analysis
- Proficiency with front end web design and development with HTML5, CSS3, Bootstrap4 and Javascript
- Proficiency in MS Office and Adobe Cloud (InDesign, Illustrator)
- Ability to work in a team environment, contributing to group success

EDUCATION

Sep 2016- Apr 2020	University of Toronto <i>Digital Enterprise Management (HBA)</i> <ul style="list-style-type: none">- <i>Emphasis on Management, Information Technology, and Digital Marketing</i>- <i>3.4 cGPA</i>
Sep 2017- Current	Sheridan College <i>Digital Communication and Media/Multimedia (Certificate)</i>

PROFESSIONAL EXPERIENCE

May 2018- Aug 2018	Peel Halton Workforce Development Group <i>Web Research and Design Intern</i> <ul style="list-style-type: none">- Worked alongside other interns to collectively complete company's website on <i>Experiential Learning</i>- Responsible for conducting primary and secondary research on the website's content through metric surveys, and conducting user research to produce information packages for the project's various stakeholders- Created and presented plans, wireframes, and website content proposals to project advisory committee and senior staff- Maintained constant communication with the advisory committee in order to keep them updated on the website progress
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COMMUNITY INVOLVEMENT

Sep 2016- Current	School of Islamic Legacy Canada (SILC) <i>Teacher / Marketing Assistant</i> <ul style="list-style-type: none">- Create and teach lesson plans, maintain communication with parents- Prepare posters and assist with promotional events
Jun 2015- Jul 2015	York University <i>Camp Instructor</i>