

# Syeddain Mehdi

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## EDUCATION

<b>Toronto Metropolitan University</b> <i>Bachelor of Technology – Graphic Communication Management</i>	Toronto, ON Sep 2022 - Apr 2027
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## EXPERIENCE

<b>Founder &amp; Digital Marketer</b> <i>AI Receptionist Service (SM AI Solutions)</i> <i>Meta Ads, Social Media, Video Content</i>	Mississauga, ON Dec 2024 - Present
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- Launched an AI services company specializing in AI receptionists and lead generation, building brand through self-produced video content and social media campaigns across Meta & Google platforms.
- Empowered an Australian plumbing client to acquire 13 new commercial contracts worth \$200,000 AUD through locally targeted Meta ad campaigns, demonstrating ability to deliver results across international markets.
- Generated 450+ qualified B2B leads at \$4.45 cost-per-lead through targeted digital campaigns, securing 85 meetings and closing 15 contracts with 18% conversion rate.
- Oversaw end-to-end marketing operations including \$2,000 ad budget, A/B testing, audience targeting, content creation, and analytics tracking that drove 20,000+ impressions across 14,500+ unique users

<b>Associate / Digital Marketing</b> <i>Classic Bowl</i>	Mississauga, ON March 2022 - Present
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- Designed and managed Meta ad campaign with a \$500 budget that increased weekend foot traffic by 32%, generating 450+ clicks and reaching 3,500 local customers.
- Delivered exceptional customer service to 50+ diverse daily customers and collaborated with team members to achieve sales targets and service standards.

<b>Financial Associate</b> <i>ClearPack - Accessibility in Medical Packaging (University Project)</i>	Toronto, ON Sep 2025 – Nov 2025
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- Collaborated with a 9-member team to develop accessible medical packaging solutions for adults aged 50-80 with visual or cognitive impairments.
- Managed project budget allocation and cost analysis for social media advertising, organisational software, and creative tools.

## TECHNICAL SKILLS

**Digital Marketing:** Meta Ads Manager, Social media marketing, Content creation, Video production, Copywriting, B2B marketing, Lead generation, Campaign optimization, A/B testing

**Design & Creative:** Adobe Creative Suite (Illustrator, Photoshop, InDesign), Canva, Video editing, Graphic design, Marketing collateral

**Analytics & Tools:** Facebook Analytics, Google Analytics, Meta Business Suite, Performance tracking, ROI analysis, Conversion tracking

**Core Strengths:** Business development, Campaign management, Budget management, Performance analytics, Entrepreneurial mindset, Problem-solving, Communication