

# HAIDER ABBASI

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## SKILLS

**Design:** Adobe (InDesign, Premier Pro, After Effects), Canva, Constant Contact, Facebook Ads, Figma, Google Analytics, Hootsuite, Instagram Ads, MailChimp, Shopify.

**Technical:** GSuite (Sheets, Slides, Docs, Drive), Microsoft Office Suite (Word, PowerPoint, Excel, Outlook), Python, Visio, NVivo, SquareSpace, Statistical Package for the Social Sciences (SPSS), Tableau, Wix, Wordpress.

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## MARKETING EXPERIENCE

### Cohort Member | Marketing Accelerator Program (MAP)

Jan 2022 – Apr 2022

- Achieved **1st Prize** for Activision's Call of Duty League (CDL) project by presenting a TikTok marketing strategy with the purpose to increase viewership on CDL's YouTube channel by **60%**
- Developed a rebranding strategy and won the **Best Analyzer Award** for recommending Electronic Arts to name change FIFA series while maintaining competitive advantage through the freemium model

### Marketing Intern Co-op | Tenzr Health

Jan 2022 – Apr 2022

- Gathered business requirements from senior executives to create presentations and product demonstrations for **3** international conferences including the American Physical Therapy Association
- Analyzed Tenzr's Facebook and Google Ads data and recommended B2B and B2C brand awareness strategies

### Marketing Director | Axis Consulting

Oct 2021 – May 2022

- Collaborated with **3** student consulting teams to produce final **6** client deliverables using design-thinking principles
- Planned and produced video content campaigns such as 'Ride Along with Axis' and '73 Questions with Axis'
- Achieved an average of **15%** engagement rate on Instagram and **35%** engagement rate on LinkedIn to increase awareness about Axis' value proposition amongst SFU students and potential clients

### Marketing Coordinator Co-op | Burnaby Board of Trade (BBOT)

May 2021 – Aug 2021

- Prepared a social media strategy to analyze KPIs such as reach, impressions, and conversions to expand BBOT's brand engagement by **60%**
  - Revamped the company's online presence by conducting a marketing audit and creating new branding guidelines for consistency across external outreach and internal platforms like Hootsuite and Constant Contact
  - Performed market research amongst **500+** Burnaby organizations to identify their pain-points and spread awareness about resources and support available through weekly campaigns
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## LEADERSHIP EXPERIENCE

### Area Coordinator | SFU Residence & Housing

Sep 2020 – Present

- Promoted to a senior leadership position after being a Community Advisor (CA) for 12 months to provide mentorship and support to **40** CAs through workshops and one on one feedback sessions
- Collaborated with campus partners such as SFU Campus Security, Health & Counseling, Student Learning Commons to provide learning and growth opportunities to **3,500+** students
- Supported over **1000** students by hosting conduct meeting to address community standard violations

### Board Member | Simon Fraser Student Society

May 2020 – Apr 2021

- Designed and implemented marketing campaign by creating paid digital content over Instagram and Facebook to be elected from **50+** candidates to represent over **27,000** SFU undergraduate students
  - Chaired and executed meetings for the First Year Engagement Committee to increase participation by **20%** amongst the first year SFU students
  - Initiated and led several projects including the Student Union building, the Burnaby Mountain Gondola project, Associate membership clause for Fraser International College, and transitioning to virtual events
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## EDUCATION

### Bachelor of Arts - Communication | Simon Fraser University (SFU)

Expected Graduation: Aug 2022

- Advertising as Social Communication, Information to Information Technology: The New Media, Cultural Dimensions in Advertising, Empirical Communication Research Methods

### Beedie School of Business - Business Minor | Simon Fraser University

- Fundamentals of Marketing, Behavior in Organization, Business Technology Management, Programming in Python