

# HAIDER ABBASI

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## MARKETING EXPERIENCE

### Marketing Intern

TENZR Health | Jan 2022 – Apr 2022

- Assisted the senior executives and the marketing team in managing digital requests to create graphics and marketing collaterals for 3 international conferences
- Analyzed Facebook and Google Ads data and recommended B2B and B2C strategies to increase website traffic and improve search engine ranking
- Designed graphical and video content across the company's social media channels to increase brand awareness

### Marketing Coordinator Co-op

Burnaby Board of Trade (BBOT) | May 2021 – Aug 2021

- Revamped the company's online presence by conducting a marketing audit by creating new branding guidelines for consistency through Content Management Systems like Hootsuite and Constant Contact
- Drafted an email marketing strategy for the 2021 Burnaby by-election candidates to spread awareness amongst 500+ businesses in Burnaby
- Prepared and executed day to day social media content using A/B testing to analyze KPIs such as reach, impressions, and conversions which expanded BBOT's online engagement by 60%

### Marketing Director

AXIS Consulting | Oct 2021 – May 2022

- Collaborated with 3 student consulting teams to produce 6 client deliverables using design-thinking principles
- Increased the engagement rate by 25% on LinkedIn and Instagram to expand awareness about Axis' value proposition amongst SFU students and potential clients

## PROJECT MANAGEMENT EXPERIENCE

### Board Member

Simon Fraser Student Society | May 2020 – April 2021

- 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

## LEADERSHIP EXPERIENCE

### Area Coordinator

SFU Residence & Housing | Sep 2020 – Aug 2022

- 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

## SKILLS

### Marketing

- Adobe (InDesign, Photoshop, Premier Pro, After Effects), Canva, Facebook Ads, Figma, Hootsuite, Instagram Ads, Social Pilot

### Technical

- Google Analytics, 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

## CERTIFICATIONS

- Google Fundamentals of Digital Marketing
- Google Ads display Certification
- Facebook Blueprint Certification

## ACHIEVEMENTS

### Beedie Marketing Accelerator Program (MAP)

- Placed #1 in MAP's 2022 cohort
- Won #1 award for Activision's Call of Duty League marketing project
- Won **Best Analyzer Award** for creating a rebranding strategy for Electronic Arts' FIFA video game

## EDUCATION

- Bachelor of Arts - Communications
- Beedie School of Business - Business Minor

Simon Fraser University (SFU)

**Expected Graduation:** Dec 2022