






# Ahira Arnaz

Digital Marketing | Content Strategist

## Contact

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## Skills

- Social Media Management (LinkedIn, Facebook, Twitter, Instagram)
- CRM/CMS analytical platforms (Klaviyo, ZOHO, Shopify, Later)
- Google Ads Campaign Management
- Branding & Graphic Design (Canva Pro, Adobe Creative Suite)
- Responsive Web Design (Wix, Shopify, Squarespace HTML/CSS)
- Copywriting & Content Strategy
- SEO & Performance Analytics
- Microsoft Office Suite (Excel, Word, PowerPoint)

## Education

Bachelor of Commerce in Marketing Management

Toronto Metropolitan University (TMU)

2016 - 2020 | Dean's List Scholar

## Highlights

- Spearheaded the creation and rollout of RBC's enterprise-wide "Waldo" advertisement, reaching **90,000+** employees worldwide.
- Collaborated effectively with **cross-disciplinary teams** in an **Agile environment**, working alongside visual designers, sales analysts, translators, and developers.
- Proficient in **Microsoft Office Suite** (Excel, Word, PowerPoint), leveraging advanced Excel skills (**pivot tables, graphs**) for data-driven decision making.
- **8+ years** proficiency in using **Canva Pro & Adobe Creative Suite** to design and edit digital and print content for various platforms.
- Led the execution of **digital marketing initiatives**, including the development of quick releases, project tracking, and supporting change management activities.

## Experience

### Freelance Work

#### Self-Employed

MAR 2023 - PRESENT

- Developed custom responsive websites (*Wix, Shopify, Squarespace*), optimized for clients across various industries, improving user engagement through modern design principles and intuitive navigation.
- Provided exceptional client service by promptly addressing feedback and providing timely deliverables.

### Marketing Specialist

#### RideAlike

NOV 2024 - FEB 2025

- Developed and executed content strategy for a press release distributed across 200+ platforms, boosting brand visibility.
- Launched Google Ads campaign, achieved over 100k+ impressions.
- Built relationships with key municipality stakeholders through cross-functional collaboration at Ontario Vehicle Innovation Network (OVIN) automotive showcase.
- Increased organic *LinkedIn* engagement by 19% and website traffic by 80% with *ZOHO* performance analytics.

### Business Analyst

#### Royal Bank of Canada (RBC)

APR 2022 - FEB 2023

- Spearheaded the creation and rollout of RBC's enterprise-wide "Waldo" advertisement, reaching 90,000+ employees worldwide.
- Edited 10+ project copies aligning with branding and meeting WCAG accessibility criteria.
- Branded 50+ products using *Canva Pro* and CP style, including podcast for RBC CEO.
- Analyzed campaign performance using *Excel pivot tables* to make monthly data-driven decisions.
- Designed and implemented a marketing campaign for enterprise clients, resulting in a 200% increase in downloads.

### Digital Marketing Manager

#### Rockwell Razors

MAY 2021 - OCT 2021

- Facilitated client-facing relationships through brand partnerships for giveaways and B2B integrations.
- Developed content strategy and email marketing campaigns using *Klaviyo*, and *Shopify*.
- Implemented omni-channel paid social media ads for 30k+ followers.
- Established relationships with companies such as *Reddit* and *Amazon* to enhance branding strategies.