

Greetings,

I am writing to express my keen interest in the Marketing position at your company. With over a decade of experience in marketing coordination and a solid educational background in Business Management & Marketing, I am confident that I can contribute effectively to your team.

At Bronte College, I lead comprehensive marketing campaigns, resulting in a significant increase in student enrollment and brand visibility. Collaborating cross-functionally, I craft engaging content across various channels and leverage data insights to optimize lead-generation strategies. My experience in cultivating partnerships with schools and agents further enhances international student recruitment efforts, while successfully managing social media platforms and crafting compelling blog posts to drive heightened engagement and website traffic.

Prior to my tenure at Bronte College, I served as a Marketing and Operations Coordinator at Karigur, where I executed effective marketing campaigns and expanded businesses through impactful sales and advertising initiatives. I consistently exceeded team goals, resolved issues innovatively through customer service initiatives, and contributed to enhancing brand recognition through strategic planning. My ability to mentor staff, drive product development, and organize successful events underscores my dedication to driving organizational success.

During my career breaks, I maintained an active role in refining my skills and knowledge. As a stay-at-home parent, I prioritized completing my family while also engaging in continuous learning opportunities. Subsequently, I pursued contracts such as the Administration Coordinator role at the Government of Alberta, where I provided invaluable support to approval specialists and enhanced data management practices.

My educational background includes a degree in Business Management & Marketing from Cambridge College International, Australia, supplemented by certifications in SEO, Paid Search, and Social Media Analytics from George Brown College Continuing Education. I have also successfully obtained a Google Ads Search Certification.

I am excited to offer my diverse skillset, passion for marketing, and proven track record of success to your company. I am particularly interested in this chance to learn more about your business, increase my marketing knowledge, and work with a reputable organization. Enclosed you will find my resume, which further outlines my qualifications and experience.

Thank you for considering my application. I am available at your earliest convenience for an interview and look forward to discussing how my skills and experiences align with your needs.

Sincerely,
Areen Fakhri

KEY CAREER HIGHLIGHTS

- Led the development and execution of successful digital marketing campaigns across various channels, including email, social media, and search engine marketing.
- Managed multiple projects simultaneously and delivered them on time and within budget, ensuring high-quality deliverables and stakeholder satisfaction.
- Collaborated with cross-functional teams, including sales, product, and design, to develop and execute marketing initiatives that support business objectives.
- Conducted market research and analyzed customer data to identify trends and opportunities, informing the development of marketing strategies and campaigns.
- Maintained and optimized digital marketing channels, including website content and social media profiles, to enhance brand awareness and drive traffic and engagement.

CORE COMPETENCIES AND SOFTWARE PROFICIENCIES

Marketing	Tools & Platforms
➤ Search Engine Optimization ➤ Brand Management ➤ Social Media Marketing ➤ Market Research & Analysis ➤ Project ➤ Search Engine Marketing ➤ Content Management ➤ Internal & Email Marketing ➤ Direct Marketing ➤ Mobile Marketing ➤ Affiliate Marketing ➤ Influencer Marketing ➤ Event Marketing ➤ Paid Advertisement	➤ MailChimp ➤ Inshot ➤ WordPress ➤ Benchmark ➤ HubSpot ➤ SurveyMonkey ➤ iMovie ➤ Canva ➤ Social Media Platforms ➤ Microsoft Office ➤ Google Docs ➤ CRM ➤ Cap Cut ➤ Pardot - Salesforce

PROFESSIONAL EXPERIENCE

Digital Marketing Coordinator

Jan. 2022 – Present

Bronte College, Mississauga, Ontario, Canada

- Led marketing campaigns for Bronte College, increasing student enrollment and brand visibility.
- Collaborated cross-functionally to create engaging content across channels.
- Utilized data insights for optimized lead-generation strategies.
- Cultivated partnerships with schools and agents to enhance international student recruitment.
- Orchestrated successful recruitment events and managed social media platforms.
- Crafted compelling blog posts, resulting in heightened engagement and website traffic.
- Conducted informative campus tours and efficiently monitored admissions.
- Produced newsletters to keep audiences informed.
- Developed a Partner Portal to boost collaboration.
- Implemented surveys for valuable alumni feedback, enhancing engagement.

Marketing and Operations Coordinator

Nov. 2019 – Mar. 2020

Karigur - Mississauga, Ontario, Canada (Position Ended Due to Covid)

- Developed and executed effective marketing campaigns, boosting sales revenue.

- Expanded new businesses through impactful sales, advertising, and marketing efforts.
- Exceeded team goals and resolved issues with innovative customer service initiatives.
- Implemented strategies to establish and optimize brand image, increasing brand recognition.
- Conducted engaging live coverage on social media, driving surge in engagement.
- Mentored staff to drive product development, analyze sales, and enhance performance.
- Created high-quality content to attract and retain targeted audience, increasing website traffic.
- Successfully organized Grand Opening and Pop-Up events, resulting in surge of customer engagement.

Career Break

Jun. 2016 - Jun. 2019

Stay-at-Home Parent to Complete and Raise My Family.

Admin & Research Assistant - Contract

Dec. 2015 – Apr. 2016

IT Venture Fund - BDC Capital - Toronto, Ontario, Canada

- Created and managed a website blog, enhancing brand awareness for IT Venture Fund.
- Enhanced data management through accurate file and report maintenance.
- Streamlined templates for faster quarterly Account Updates, improving efficiency.
- Kept Streak Database updated for easy access to relevant information.
- Organized successful internal and external events, fostering team collaboration and engagement.

Maternity Leave

Jul. 2013. – Jul. 2015

Administration Coordinator - Contract

Apr. 2013 – Jun. 2013

Govt. of Alberta - Edmonton, Alberta, Canada

- Provided support to FNC Approval Specialists, collaborating effectively.
- Efficiently scanned and uploaded letters into ECM system.
- Managed applicant access to EDS for application updates and reviews.
- Followed procedures to categorize and prioritize flagged emails.
- Monitored shared inbox for FNC approval inquiries.
- Utilized EDS to view and amend client data.
- Documented research findings to support decision-making by project managers and clients.

Jr. Marketing and Research Coordinator

Jun. 2010 – Oct. 2012

Al Fardan Group - Abu Dhabi, UAE

- Managed calendars and scheduled meetings to increase productivity.
- Executed impactful marketing campaigns, enhancing customer engagement.
- Submitted accurate reports on time using approved methodology.
- Maintained product/service quality through regular audits and corrective measures.
- Collaborated on effective marketing strategies to drive sales growth.
- Coordinated logistics for special events/projects, ensuring smooth communication.

EDUCATION

- **Google Ads Search Certification** 2024
- **SEO & Paid Search and Social Media Analytics** 2021
George Brown College Continuing Education – Toronto, Canada
- **Business Management & Marketing** 2009
Cambridge College International, Australia