

Diana Shamshiyeva

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Toronto, ON, Canada



DIGITAL MARKETING SPECIALIST

Creative and detail-oriented marketing professional with a proven track record in executing digital strategies and creating engaging social media content. Adept at leveraging data insights and emerging trends to design impactful campaigns that drive audience engagement and organizational growth. Passionate about storytelling, community building, and using social media as a tool for advocacy and positive change.

KEY COMPETENCIES

Proficient with:
Microsoft Office 365
Workiz, Canva, Veed Oi
GoDaddy, AdCreativeAi

Strategic Marketing Planning
Administrational and Organizational skills
Integrated Marketing Campaign

Social Media Strategy
SEO/SEM
Project Management

EDUCATION

George Brown College
Business Administration Marketing - 3 - year Advanced Diploma
Graduated with Dean's Honours.

PROFESSIONAL EXPERIENCE

Arivano Account Manager	August 2024 - Present
- Strengthened client-agency relationships through strategic meetings for long-term partnerships. - Developed and launched content strategies to enhance personal brands and client engagement on platforms like LinkedIn, Instagram, and TikTok. - Analyzed marketing data to identify trends and provide actionable insights for better campaign performance. - Led the creation of client proposals and marketing strategies. - Managed client inquiries effectively, prioritizing tasks in a high-pressure environment while meeting deadlines. - Collaborated with cross-functional teams to create video content and branded visuals for campaigns.	
Thrive Marketing Solutions Inc. Digital Marketing Manager	Sep 2023 - August 2024
- Conducted market research and identified target audiences to drive growth and brand awareness. - Maintained clear communication as the primary client contact, fostering trust-based relationships. - Collaborated with cross-functional teams to align marketing with business goals for a consistent brand message. - Achieved a 120% increase in brand engagement metrics (likes, shares, comments) through strategic brand management initiatives on the company's Instagram and LinkedIn accounts.	
Canadian Imperial Realty, Brokerage Realtor's Assistant	Sep 2023 - August 2024
- Performed administrative tasks, including data entry, file management, and document preparation. - Managed calendars, scheduled property viewings and appointments, and coordinated travel arrangements to support real estate operations. - Proficient in using the MLS (Multiple Listing Service) system for property searches, listings, and data management. - Leveraged strong knowledge of the real estate market to address client needs and assist with routine requests.	
New Line Plumbing Accountant Assistant	seasonal (contract)
- Consistently used QuickBooks and Workiz to generate, fill out, and send invoices to clients promptly. Has improved proficiency with all of the Microsoft Software Applications. - Achieved a 20% reduction in invoice processing time by implementing efficient workflows in QuickBooks and Workiz. Applied basic accounting principles within New Line Plumbing, such as reconciling accounts, tracking expenses, and managing financial records. This contributed to accurate financial reporting and informed decision-making.	