



MAHNOOR AWAN

DIGITAL MARKETING SPECIALIST

PROFESSIONAL PROFILE

Dedicated and results driven Digital Marketing Specialist with over 4 years of experience in developing multi-channel marketing and communication strategies through branding, website development, social media marketing, inbound marketing, and search engine optimization. Graduated from University of Toronto with distinction, I am now an out-of-box thinker who enjoys working in teams or independently to ensure a business's digital growth.

SKILLS & ABILITIES

HTML5 / CSS3

Content Management System

Communication

Social Media Strategy

Hootsuite

Email Marketing

SEO

PPC

Google Analytics

Google Ads

Facebook & Instagram Ads

Adobe Photoshop

Microsoft Office

Detail Oriented

Time Management

EDUCATION

Honors Bachelor of Arts

June 2017 | University of Toronto

Certificate in Digital Communications

June 2017 | Sheridan College

HubSpot Inbound Certification

HubSpot Social Media Certification

CONTACT INFORMATION

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Mississauga, ON, Canada

Digital Marketing Specialist

Renin (July 2020 - Present)

- Reporting directly to the Vice President of Marketing, launched Renin's e-commerce website, and continually making updates to reflect user experience, by using focus group studies for Renin by Hanover Research.
- Redesigned all social platforms and increased organic followers on Instagram by 210%, Facebook by 20%, and LinkedIn by 66%.
- Created engaging content, including creating influencer relationships for social platforms and increased engagement on Instagram by 585% and on Facebook by 219%.
- Crafted an inbound strategy to increase revenue by 20% and email subscribers by 50%, and retain those subscribers by creating educational and inspiring content.

Account Manager

UpOnline Dental Marketing (2017-2020)

- Created annual digital marketing plans for more than 20 different dental clients, to increase their market shares by analyzing data through Google Analytics, Google My Business, and link tracking. Over 75% of these recommendations were approved and resulted in an increase in sales, increasing the market share of clients by 10-15%.
- Designed custom, responsive websites, compatible on every device, to reflect the clients' branding, and provide a user-friendly experience, resulting in satisfied clients who brought in more business through referrals.
- Delivered high quality results, including first page ranking on search results through SEO, increasing direct online sales by 20-30%, increasing Facebook engagement levels by 50%, and constantly accumulating positive reviews by customers on Google and Facebook.
- Crafted email templates to increase open rates beyond the 22% industry average and click-through rates beyond 7% industry average, through engaging visuals, catchy subject lines and copy, and distinct call-to-action buttons.

Digital Marketing Specialist (Freelance)

Club Eighty Eight Health & Fitness (March 2017-June 2020)

- Played a key role in the marketing success of a new gym, Club 88 Health & Fitness by creating a marketing plan that reflects the branding and positioning of the gym and brought in 500 new clients in a span of 3 months, breaking even.
- Designed and built an HTML website to reflect the colour scheme, the logo, and the gym location and interior with new machines, and staff members.
- Consulted on the type of promotions followed by promotional material that would entice the target audience to sign up for the membership.
- Created promotional social media posts and flyers that were motivating and inviting for the target audience using a combination of location photography and stock photography through Canva or Adobe Photoshop.

Digital Marketing Consultant (Freelance)

Adgro Communications (Oct 2019 - Present)

- Conducted market research to develop a Diwali-themed ad for AirWick scented candles. Generated insights related to emotional themes associated with the occasion, contributing to the development of a \$100,000 campaign.
- Consulted with updating Reynolds website design to match the best modern-day practices, and optimize for SEO.
- Helped create Interstitial animated Google Ads for Advil in English and French and made sure they followed all Google guidelines.