

# NAZIFA TASNIM

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## Summary of Qualifications

- Experienced with **Photoshop, Illustrator, Adobe Xd, Figma, InDesign, Premiere Pro, After Effects and Canva** through the VMA program, Google certificates, and working in multiple positions as a Marketing Assistant at the University of Toronto.
- Skilled in **creating and managing websites** using platforms like **WordPress** and **Wix**, including designing and maintaining TMG's website, with strong expertise in **blog writing** and **content creation**.
- Developed strong **interpersonal and administrative skills** through tutoring, volunteering, club participation, and roles at the University of Toronto, engaging with diverse individuals and managing various tasks.
- Effective **teamwork and communication skills** from participating in many collaborative volunteering experiences, clubs, and work spaces.
- Advanced technological understanding in Microsoft applications from working as a bookkeeping assistant, social media assistant, as well as taking tech-related courses.
- Great **presentation and analytical skills** from Strive Conference case competition and Google Digital Marketing & E-commerce Certificate.

## Education

### University of Toronto

Bachelor of Business Administration, Marketing Specialist and Economics Minor

2021-2025

### Google UX Design Professional Certificate

2023

### Google Digital Marketing & E-commerce Certificate

2023

### Wexford Collegiate School for the Arts

Specialized Series Visual and Media Arts Program

2017-2021

## Work Experience

### Food Partnerships at University of Toronto | Marketing & Events Assistant

2024-2025

- Coordinated creative promotional campaigns, social media, posters, and banners to bring department events to life and drive engagement
- Boosted student engagement by promoting standout food outlet events with targeted outreach and creative marketing efforts
- Demonstrated a strong presence on social media by creating and managing engaging content to promote department initiatives
- Coordinated event set-up and tear-down, ensuring all logistics were executed on schedule and according to plan, resulting in seamless event operations and timely transitions

### Desh Dental | Office Assistant

2024

- Developed proficiency in using Paradigm dental software to manage patient records, schedule appointments, and streamline administrative tasks, ensuring efficient clinic operations and enhanced patient communication
- Efficiently called and confirmed appointments and organized patient schedules
- Contributed to a well-organized clinic environment

### Academic Advising & Career Centre at University of Toronto | Marketing & Communications Assistant

2024

- Took on leadership roles by spearheading promotion projects for events, demonstrating initiative, and coordinating cross-functional teams to achieve campaign objectives
- Managed AA&CC social media channels to boost engagement and enhance brand visibility across social platforms
- Crafted compelling trendy content and strategies to drive audience interaction, increase presence, and foster participation across socials
- Increased communication by creating content that includes interviews, conducting tours, and engaging with diverse audiences, fostering effective dialogue and connection-building
- Authored engaging blogs for the University of Toronto website, showcasing strong writing and storytelling abilities
- Implemented SEO optimization techniques to enhance content visibility, driving organic traffic and boosting brand exposure

### Academic Advising & Career Centre at University of Toronto | Social Media Assistant

2023-2024

- Managed social media channels, including Facebook, Instagram, Twitter and LinkedIn using Later
- Designed and assembled graphics for content and other promotion materials used for events with Adobe Suite and Microsoft applications
- Analyzed and reported audience information and demographics, and the success of existing social media projects

### MAQ CPA, Toronto | Bookkeeping Assistant

2021

- Completed given tasks such as categorizing transactions on Excel within the expected timeline
- Efficiently doing calculations and inputting data on Excel resulting in correct and error-free outcomes

## Extra Curricular Activities

- Senior Vice President of Strategic Functions at The Marketing Group
- Vice President of Marketing at The Marketing Group (Executive of the Year)
- Vice President of Marketing at Strive Conference
- Accounts that showcase my work: [AA&CC Instagram](#), [TMG Instagram](#), [TMG Website](#)
- Strive Conference Case Competition
- Volunteer at the Scarborough Museum
- Senior Photo Editor & Layout Designer for Yearbook Committee
- Library Volunteer
- After School Tutor at Community Center

LinkedIn: <https://www.linkedin.com/in/tasnim-nazifa/>

Portfolio: <https://www.nazifatasnim.com>