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| Alexander Kamil Diab-Liu  *Digital Marketing Analyst*  Goal-driven digital marketing analyst with a record of communications skills and creativity | 102-68 Aerodrome Crescent  Toronto, ON M4G 4J1  **(647) 408-3375**  **alexdiabliu@gmail.com** |
| WORK EXPERIENCEALEPH - Global Scrum Team / *Digital Marketing Analyst Intern*NOVEMBER 2020 - PRESENT, VIRTUAL  * Evaluate campaign performance and work with affiliates on a daily basis to capitalize on growth opportunities * Manage relationships for a growing program of strong affiliates who use multiple media types – display, paid search, organic search, email, television, call center, and more * Develop strategic initiatives in order to exceed quarterly goals * Collaborate with other Marketing, Sales, and Engineering team members on cross-functional initiatives * Conduct market research and competitive analysis in order to identify opportunities for growth * React quickly to issues and market shifts as they arise  Canada First Academy for Soccer Excellence / *Assistant Coach*SEPTEMBER 2020 - PRESENT, TORONTO  * Developed excellent communication and leadership skills through training and supervising young athletes  Markham Soccer Club / *Referee*APRIL 2016 - JUNE 2018, MARKHAM  * Officiated at numerous soccer events to enforce the rules of the game, made quick decisions under high pressure * Developed communication, oral, and written skills by collaborating with coaches and other referees  VOLUNTEER EXPERIENCELeaside High School / *Peer Tutor*SEPTEMBER 2019 - PRESENT, TORONTO  * Developed interpersonal skills and patience * Used a variety of teaching methods in order to adapt to different learning styles  Leaside High School / *Concert Band Musician*SEPTEMBER 2017 - PRESENT, TORONTO  * Performed in the ‘Sounds of Toronto’ combined band at Roy Thompson Hall * Gained the ability to perform in front of large audiences  Toronto Moroccan School / *Teaching Assistant*OCTOBER 2017 - MAY 2019, TORONTO  * Assisted and mentored small groups of students throughout the year * Aided the teacher in keeping the class on task  Toronto Moroccan School / *Student Council Project Manager*DECEMBER 2014 - MAY 2019, TORONTO  * Coordinated events such as a bake sale and a fashion show * Learned to communicate and collaborate with others by working with the members of the student council to make decisions * Showed organizational and computer skills  Toronto Moroccan School / *Co-Author*JANUARY 2017 - APRIL 2017, TORONTO  * Co-authored book ‘The Missing Piece’, sold on Amazon, Kindle * Demonstrated creativity and attention to detail, literary and writing skills  EDUCATIONLeaside High School / *Ontario Secondary School Diploma (Projected)*SEPTEMBER 2017 - PRESENT, TORONTO  * 96.5% Grade 12 Average to date * Dedicated student in the French Immersion Program  LICENSES & CERTIFICATIONSLeaside High School / *Honours Certificate of Bilingual Studies (Projected)*PROJECTED ISSUE DATE JUNE 2021 - NO EXPIRATION DATEALEPH-Global Scrum Team / *Licensed Digital Marketing Master (Projected)*PROJECTED ISSUE DATE FEBRUARY 2021 - NO EXPIRATION DATEThe Digital Marketing InstituteTM / *Content Marketing MasterTM*ISSUED DATE NOVEMBER 2020 - NO EXPIRATION DATEWorker Health and Safety Certificate / *Ontario Ministry of Labour, Training and Skills Development*ISSUED DECEMBER 2020 - NO EXPIRATION DATEGoogle Analytics Individual Qualification / *Google Digital Academy (Skillshop)*ISSUED DECEMBER 2020 - EXPIRES DECEMBER 2021Google Ads Display Certification / *Google Digital Academy (Skillshop)*ISSUED DECEMBER 2020 - EXPIRES DECEMBER 2021 | TECHNICAL SKILLS  * **Software**   Microsoft Office, Google Suite, Zoom  **Graphic Design & Video Editing**  Canva, GIMP, IMovie  **Digital Marketing**  SEO, SEM, Google Adwords, Google Analytics, HeyOrca, Data Analysis  **Social Media Platforms**  LinkedIn, Instagram, Facebook, Twitter, Pinterest, WhatsApp, Medium, Slack, Discord, Reddit, YouTube SOFT SKILLS  * **Time Management** * **Communication** * **Creativity** * **Stress Management** * **Problem-Solving**  LANGUAGES **English** - Native Proficiency  **French** - Bilingual Proficiency  **Arabic** - Elementary Proficiency EXTRA-CURRICULARS **Black Belt** - Master Myung’s Taekwondo Academy  **Trumpet Lessons** - Melody School of Music  **Level 5 Trumpet, First Class Honours** - Royal Conservatory of Music  **Law Club** - Leaside High School  **League Soccer** - Master’s Futbol Academy  **Markham Lightning FC Rep Soccer** - Markham Soccer Club  **‘Leaside Chronicle’ School Newspaper Writer** - Leaside High School  **Track and Field** - Leaside High School  **Cross-Country** - Leaside High School  **Tennis Team** - Leaside High School  **Concert Band Trumpet** - Leaside High School  **Peer Tutoring** - Leaside High School REFERENCES **Available upon request** |