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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 CrescentToronto, 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, YouTubeSOFT SKILLS* **Time Management**
* **Communication**
* **Creativity**
* **Stress Management**
* **Problem-Solving**

LANGUAGES**English** - Native Proficiency**French** - Bilingual Proficiency**Arabic** - Elementary ProficiencyEXTRA-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 SchoolREFERENCES**Available upon request** |