

# SHAYAN SAQUIB

## MARKETING SPECIALIST

LONDON, ON

shayan\_sq@live.com | 416-474-4402

### Portfolio:

<https://shayansaquib.wixsite.com/2025>

Dynamic marketing specialist with years of experience creating visually appealing and effective marketing materials. Proficient in Adobe Creative Suite (Photoshop, Illustrator, Premiere Pro, InDesign, and Lightroom), as well as tools like Canva and MailChimp, I excel in creating brochures, digital content, email campaigns, and social media marketing materials.

Experienced in managing Content Management Systems (CMS) across platforms such as WordPress, Webflow, Wix, and Shopify, I ensure responsive design for optimal user experience across devices. My knowledge of SEO tools (Google Keyword Tool, SEMrush, Google Analytics) enables me to enhance website visibility and performance.

I specialize in developing and executing integrated marketing campaigns across multiple channels, driving awareness and engagement. Skilled in leveraging marketing automation systems (Hootsuite) and CRM (HubSpot) to analyze campaign performance.

A collaborative professional, I coordinate company events and liaise with external partners for trade shows and community initiatives. I build brand presence on social media through engaging content strategy for platforms like Facebook, Instagram, and LinkedIn. With strong conceptual thinking and the ability to translate ideas into innovative designs, I thrive in fast-paced environments, inspiring teams and creatively solving problems.

## CERTIFICATIONS

- **Google Analytics for Beginners**
- **WordPress for Beginners - Master WordPress Quickly**
- **SEMRUSH for Digital Marketing Certification**
- **Webflow Essentials Course**
- **Social Media Marketing MASTERY**
- **Business Branding: The Complete Course**
- **LinkedIn Marketing Lead Generation for B2B Sales**
- **WIX Web Design 2022 - Level-2 Intermediate**

## EDUCATION

**Bachelor's In Design**  
**INDUS VALLEY SCHOOL OF ART**  
**AND ARCHITECTURE**

January 2008 - December 2011

## PROFESSIONAL EXPERIENCE

### Marketing Specialist

September 2022 - Present

Westdell Development Corp.

- Develop and manage integrated marketing campaigns across various channels (digital, email, print, social) to increase awareness, support, and engagement.
- Utilize marketing automation (Hootsuite), CRM (HubSpot), and design software (Adobe, Canva) to enhance campaigns and analyze performance for optimization.
- Maintain five responsive WordPress websites with fresh content and improved SEO, while adhering to brand guidelines and generating monthly Google Analytics reports.
- Organize company events and coordinate with external partners for trade shows (ICSC@Canada) and sponsored events, including food drive events and marketplaces, while managing signage delivery and installation.
- Strengthen Westdell's social media presence by creating a strategy and engaging content for Facebook, Instagram, and LinkedIn.
- Design compelling visuals and branded materials with Adobe Creative Cloud, including brochures, flyers, investment team presentations, and digital promotional content.
- Create and manage email templates in Mailchimp, monitor campaign deliverables, and track progress to drive business growth.

### Website Designer & Social Media Manager

Sep 2021 - Aug 2022

CodeMasters Digital Agency

- Designed, built, and maintained websites within scheduled timelines. Developed and updated website content, ensuring consistency and adherence to CodeMasters' goals and values.
- Used social media to promote and build the company brand. Researched, analyzed, and monitored competitor content and trends to provide market insights.
- Developed and implemented marketing/communications strategies and campaigns.

## KEY SKILLS

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- **WordPress**
- **Adobe-Photoshop**
- **Adobe-Illustrator**
- **Adobe-Lightroom**
- **Adobe-Indesign**
- **Webflow**
- **Canva**
- **Hootsuite**
- **HubSpot**
- **Google Search Console**
- **MailChimp**
- **Klaviyo**
- **Google Analytics**
- **Asana**
- **MS-PowerPoint Point**
- **MS-Word**
- **Adobe-Acrobat**
- **Video Editing**
- **SEMrush**
- **Shopify**
- **Wix**
- **Elementor**

## Marketing & Design Assitant

May 2021 – Aug 2021

FW LUXE – Decor and Liftstyle

- Developed technical and non-technical marketing collateral and presentations.
- Created public relations campaigns, articles, and newsletters.
- Utilized Squarespace to create marketing materials and production timelines for clients.
- Generated monthly editorial content related to different trends on the website.
- Created interactive and meaningful content on all social media platforms.