MISHAL NAVEED

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Results-driven marketing professional with 4+ years of experience in B2B and B2C marketing, graphic design, content strategy, and digital strategy. Proven ability to lead strategic marketing initiatives including RFP responses, CRM management, event execution, and digital campaigns. Skilled in content creation, design, and multi-channel communications with a strong track record of driving engagement, brand visibility, and lead generation.

**WORK & LEADERSHIP EXPERIENCE**

**[ERP BUDDIES**] (IT Consulting & Services)

***[Marketing Team Lead******],*** [MAY 2021] – [JULY 2024]

* Led marketing initiatives for digital products/services, worked closely with SMEs to create targeted marketing campaigns, translating complex technical concepts into engaging content.
* Created and managed campaigns (Google and LinkedIn Ads, email marketing), optimizing for high conversion rates and increased website traffic.
* Designed and managed multiple websites (internal company websites and client websites) using Figma and Adobe XD. Built over 150+ pages using Elementor and WordPress (CMS), focusing on accessibility, SEO, and user experience. Managed all content strategy and publishing
* In charge of all resource materials (technical case studies, whitepapers, presentations, webinars and podcasts). Researched, strategized and designed (using Adobe Illustrator, Figma, Photoshop) customer-centric content, increasing product adoption and customer advocacy.
* Managed all social media channels. Drove a 200% increase in engagement and boosted inbound leads by leading social media strategy across LinkedIn, Instagram & YouTube including campaign planning, paid ads, and interactive content (short-form video, polls, etc.).
* Managed content for online directories and company profiles (G2, Capterra, Clutch), leading to recognition in multiple categories. Developed and submitted award applications highlighting firm achievements and client results.
* Maintained and cleaned up CRM databases for leads and clients. Managed segmented mailing lists for email campaigns, improving targeting and engagement.
* Planned and executed client-focused webinars and virtual events featuring industry leaders. Handled all logistics, promotions, and follow-ups. Drove high lead conversion and post-event engagement.
* Oversaw cross-functional initiatives spanning marketing, sales, and tech. Managed timelines, budgets, and deliverables for content and event campaigns.
* Researched, evaluated, and selected industry events and conferences to maximize brand exposure and lead generation. Planned and managed all logistics from inception to execution, attended events, and led booth operations to drive sales and engagement.

**SKILLS & TECHNOLOGIES**

* Graphic & Video Design (Adobe Suite: Illustrator, Photoshop, InDesign, Premiere Pro, After Effects)
* Website Management & Optimization (WordPress, Elementor, CMS)
* UI/UX Design (Adobe XD, Figma, Wireframing, User Research, User Journeys)
* Digital Analytics & Performance Tracking (Google Analytics, A/B Testing, KPI Measurement)
* SEO & Search Engine Marketing (Google Ads, Keyword Optimization, SEM)
* Digital Campaign Strategy (Google Ads, Social Media, PPC)

**EDUCATION**

**[University of Toronto]**

* ***Digital Enterprise Management*** *[Communication, Culture, Information & Technology]*
* **Relevant Coursework:** [Marketing/ Digital Experiences/ Web Design, Communications]

**ADDITIONAL WORK EXPERIENCE**

**[ISLANDREAMZ INNOVATION INC.**]

***[Digital Marketing Assistant],*** [JULY 2020] – [MAR 2021]

* Spearheaded the end-to-end production of a digital course product, including strategy, positioning, and creative direction.
* Conducted audience and competitor analysis to shape the product’s unique value proposition.
* Developed and edited motion graphics and animations for e-learning modules using Adobe After Effects and Premiere Pro.
* Designed comprehensive marketing collateral, including brand identity, course assets, and social content for launch campaigns.

**[BURLINGTON TRAINING CENTER]**

***[Assistant Marketing Manager],*** [MAY 2020] – [AUG 2020]

* Led the creation, execution, and reporting of targeted email campaigns using HubSpot, increasing open rates by 25%.
* Managed and optimized content calendars across Hootsuite and Plannthat, boosting social engagement by 40%.
* Delivered weekly analytics reports and data-driven recommendations to refine campaign strategy.
* Contributed to the development of brand-aligned digital content to attract and retain student enrollment.