

Manahil Masroor

☎ 647-916-4582 | ✉ manahil.masroor@outlook.com | 🌐 manahilmasroor.com | 🌐 linkedin.com/in/manahil-masroor

Tools

Photoshop, Illustrator, Canva, Figma, InVision, InDesign, Premiere Pro, Jira, Asana, Miro, Slack, MS Teams

Skills

Graphic Design, Content Creation, Digital Marketing, Professional Writing, SEO, Google Analytics, Project Management, User Research, Market Research & Analysis, Salesforce, Mailchimp, WordPress & Bootstrap Frameworks, HTML, CSS, JavaScript

Education

University of Toronto

HONOURS BACHELOR OF SCIENCE

Sep 2017 – Apr 2022

Double Major in Computer Science & Communication, Culture, Information and Technology

Sheridan College

CERTIFICATE IN DIGITAL COMMUNICATIONS

Sep 2018 – Apr 2022

Experience

Creative Director, Product Designer, Front-End Developer

Idi Cafe

Feb 2023 – present

- Developed a cohesive visual identity for the brand and app to be used across all digital and physical product materials after constructing personas, information architecture, customer journey maps, and site maps to inform wireframe and prototype development, as well as contributed to front-end development of the app.
- Conducted user research to comprehend needs, preferences and behaviours, identified market and social media trends, to construct marketing strategies and social media content for Instagram and TikTok.

Digital Marketing & Branding Coordinator Intern

Nurturing Transformations

Jan 2022 – Apr 2022

- Constructed a suitable brand identity, marketing strategy, and social media design guideline targeting our client's limitations identified after conducting competitive market and demographic analysis.
- Derived optimal posting schedule, keywords, style guide, post categories and templates for Instagram, TikTok, and Facebook rooted in user research, user journeys and case scenarios, by adopting user-centred design.

Communications Consultant

Multani Tax

May 2021 – Sep 2021

- Ensured effective communication across physical and digital content in both design and text by both creating and providing constructive criticism on content while being mindful of brand identity.
- Designed flyers for print via Illustrator and edited written content on website, blog and physical flyers using Canva, keeping in mind keywords for SEO, tone of voice, target audience, and brand identity.

Project Manager, Design & Research Intern

Just Vertical

Jan 2021 – Apr 2021

- Collaborated with the Marketing team and led a student team to create visual brand guideline content and final document to ensure consistency for written and digital content across the company's digital mediums such as Instagram, Facebook, Pinterest, Email Newsletters, Google Ads, and Facebook Ads.
- Adopted a design thinking approach to research and create social channel design standards including post template and content principles for social media, email, and websites such as typography, tone of voice etc.

Projects

Digital Branding & Marketing Coordinator

D-Bros Podcast

Mar 2023 – May 2023

- Constructed a suitable brand identity for the conversational podcast by analyzing current/target demographics.
- Created introductory Instagram post for podcast's official account as well as targeted reels while anticipating target demographic's preferences, SEO, and optimal posting schedule.

Clubs & Extracurriculars

Events Associate

UTM Society for Algorithmic Modelling

Sep 2021 – Apr 2022

- Oversaw the planning and execution/hosting of 5+ university events, each with over 150+ attendees.
- Developed and managed budgets and event timelines while collaborating in cross-functional teams such as stakeholders, vendors, sponsors, attendees, marketing to ensure seamless execution of events.