

# RIDA AHMED

## Digital Marketing & Communications Specialist

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### EXPERIENCE

#### Writer | Notable Life Media Group

2018 - Present, TORONTO, ON

- Write, research and edit profiles, lifestyle, sustainability, business and culture articles for Notable Life
- Planned and executed media relations programs for brands and individuals, including Barry's Bootcamp
- Produced social media content schedules for public personalities

#### Public Relations and Content Strategist | Chimera Collective

2020 - 2020, TORONTO, ON

- Created social media content and strategy for multiple brands and personalities, increasing engagement by 15%
- Developed and executed media relations strategies for clients in travel, real estate, fashion and beauty and private aviation
- Developed and implemented company growth strategy
- Wrote a range of materials including pitches, press releases, newsletters, key messages, LinkedIn articles and reports

#### Account Coordinator | Proof Inc.

2016 - 2018, TORONTO, ON

- In charge of social media engagement for Goldfish Canada's Facebook and Instagram, increasing engagement by over 50%
- Planned and executed influencer campaigns for consumer accounts
- Conducted media relations for clients such as Google, Shopify, Monster and Catelli
- Compiled coverage and analytics results and monthly reports

### EDUCATION

#### BrainStation | Diploma Candidate, Digital Marketing

AUG 2020 - OCT 2020, TORONTO, ON

#### University of Western Ontario | Bachelors in English Language and Literature

2009 - 2013, LONDON, ON

### PROJECTS

#### Capstone Project | The Voyagers

A brand development and digital marketing strategy for Voyagers – a travel company for solo female travelers

### SKILLS

- Media relations
- Content creation and marketing
- Writing & editing
- Social media strategy, engagement, and marketing
- SEO and SEM
- Google and Facebook Analytics
- Adobe Creative Suite

### PROFILE

With over five years of experience in communications, I am a hybrid writer and media relations maven that is always looking to tell a brand's story in bold new ways. With a sharp lens on the lifestyle and tech spaces, I have been published in Toronto Life and Notable Life and have worked agency-side with clients like Shopify and Panasonic.