

# Noor Sahi

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## KEY SKILLS

- Social Content Creation: Ideation, shooting, mobile editing (CapCut), and publishing for Instagram, TikTok, and LinkedIn
- Platform Management: Meta Business Manager, TikTok Business Manager, Hootsuite
- Social Analytics: KPI tracking, engagement analysis, converting data into content insights and strategy
- On-Camera Talent: Video presenting, voiceovers, behind-the-scenes, and interview-style content
- Trend Analysis: Proactive trend spotting and brand safety POV for client relevancy
- Cross-Functional Collaboration: Strategists, creative directors, PR, influencers, producers, account teams
- Design & Tools: Canva, Asana, Mailchimp, ActiveCampaign, Shopify, Microsoft Office Suite
- Communication: Strong written/verbal; fluent in English and Urdu

## WORK EXPERIENCE

### Social Media Coordinator, Canadian Marketing Association

Nov 2025 - Present

- Worked from social briefs to ideate, shoot, and edit video content for Instagram and LinkedIn, generating **28,798 impressions, 435 reactions, 150 shares**, and a **10.27% engagement rate** — a **335% increase** from the prior period.
- Grew LinkedIn page to **1,789 followers (+7.1%)**, achieving **2,133 link clicks, 2,623 video views**, and a **16.27% engagement rate, up 37.5% YoY**.
- Planned and executed full video shoots end-to-end for event promotions and CMA Connect podcast snippets, directing content from concept to publishing.
- Proactively identified trends and provided brand-safety POV to optimize content strategy across all active channels.
- Led social content execution for Marketing Week 2026, collaborating with events, learning, and governance teams on campaign deliverables.

### Marketing Intern, CMA NXT

Jun 2025 – Oct 2025

- Led the TikTok channel launch with a video-first strategy — ideated concepts, shot and edited in CapCut, targeting Gen Z young professionals with entertaining, platform-right content.
- Redefined brand aesthetic to a fresh, youth-driven feel by producing behind-the-scenes and event interview content in collaboration with internal creative teams.
- Developed and refined content focused on demographic targeting, testing platform best practices to maximize organic reach.

### Marketing Intern, University of Toronto

Jan 2025 – Apr 2025

- Concepted and executed a pre-hype social media and email campaign (Mailchimp & ActiveCampaign), driving **200+ early-bird registrations within 3 hours** of launch.
- Produced and edited long-form video content; applied real-time data pivots from analytics to improve campaign performance.

## **Marketing Manager, elo**

**Oct 2023 - Dec 2023**

- Coordinated full-cycle content production — from campaign planning to execution — while managing cross-team collaborations with designers, influencers, and PR partners.
- Managed full-cycle content production — from brief to execution — collaborating with designers, influencers, and PR teams, achieving 38.77K profile views and 15.36K website clicks.
- Acted as on-camera talent, producing branded video content that contributed to strategic KPI growth and sustained engagement improvements.
- Tracked and analyzed KPIs using Meta Business Manager; converted insights into strategic content adjustments.

## **Brand Manager, Lakeer**

**Mar 2022 – Jan 2024**

- Conducted market trend research and managed social content shoots and edits for collection and website launches.
- Coordinated PR and logistics between producers and designers, ensuring seamless cross-functional project execution.

## **CO-CURRICULAR**

- Debate Captain & Student Council | Roots Ivy High School **2017–2018**
- Member, Team A SISA | O-Levels **2015–2016**
- Member, National Team of Pakistan | World Debating Championship WIDSPC **2015**

## **EDUCATION**

### **Post Grad in Digital Product Management**

George Brown College

**Sept 2025 – Present**

**Toronto, ON**

### **Post Grad in Digital Media Marketing**

George Brown College (Honored with Dean's List)

**May 2024 – Apr 2025**

**Toronto, ON**

### **Undergraduate in Business Administration**

Bilgi University

**Sep 2018 – Sep 2022**

**Istanbul, Turkey**