RIDA ASAD

Brampton, ON | 647 927 5138 | ridaasad17@gmail.com

EDUCATION

Bachelor of Commerce, Marketing Management Co-op
Toronto Metropolitan University - Ted Rogers School of Management

WORK EXPERIENCE

Brand and Marketing Lead **May 2024 – Present**
ITSRIAS CO

- Owned the full client funnel, tracking every inquiry from first contact through consultation, booking, contract, payment, and final delivery.
- Created the brand's pricing system, building multiple pricing guides and packages in shared documents and updating them as offers changed.
- Built the company website from scratch and wrote all of its copy, along with the email templates used at every stage from inquiry reply to post-event follow-up.
- Managed client communication and CRM records in HoneyBook for 15 to 20 projects a year, resulting in 25 to 35% of bookings from repeat clients and referrals.
- Built a partner network of planners, venues, and fellow vendors through referrals and shared features, and coordinated an assistant and second shooters on larger events.

Content Marketing Coordinator **January 2023 – February 2024**
Marigold Moments

- Built and ran the content calendar for the brand's social channels, creating photo content and writing captions that grew the Instagram account to 5K followers.
- Scheduled and published posts and stories, engaged with followers in comments and messages, and tracked performance, with event posts averaging 800+ likes.
- Coordinated content for assigned client bookings from shoot to delivery, repurposing event coverage across channels and keeping the brand's look and voice consistent.

Assistant Brand Manager Co-op (Schwarzkopf Professional & Alterna Haircare) **May 2022 – December 2022**
Henkel Canada Corporation

- Oversaw bi-monthly production of *Passion*, a promotional magazine, collaborating with brand managers and external design agencies to manage timelines, approvals, and rollout across 50+ partner distributors.
- Owned the 2023 Schwarzkopf and Alterna Haircare direct mailer program, conducting research, cost evaluations, vendor coordination, approval workflows, and final delivery.
- Contributed to the BC Bonacure brand relaunch by partnering with agencies, printers, and co-packers to deliver in-store POS assets including shelf talkers, shelf strips, cling wraps, and other materials across 100+ professional salons and partner locations.
- Contributed to key planning elements of a brand relaunch photoshoot, including campaign brief development, model selection, stylist coordination, wardrobe sourcing, and on-set support for a national launch.

Marketing Support Specialist Co-op **May 2021 – August 2021**
Smile Digital Health

- Ran the monthly FHIRBall email newsletter using MailChimp, managing editorial updates, scheduling sends, and monitoring open and bounce rates across a 1,500+ subscriber distribution list.
- Designed and optimized WordPress landing pages and white papers, improving engagement and click-through rates.
- Researched competitive landscape across 500+ IDN parent companies in a B2B SaaS environment, identifying positioning gaps that informed marketing strategy and campaign targeting.
- Maintained 3,000+ HubSpot CRM records, resolving duplicates and data inaccuracies to support accurate reporting and data-driven marketing insights.

Co-op Program Assistant **September 2020 – April 2021**
TMU Career, Co-op & Student Success Centre

- Supported staff with weekly research, data collection, and administration: posting 20+ co-op jobs, coordinating interviews, arranging site visits, and building event manuals.

Graphic Designer **May 2018 – August 2018**
New Balance Canada

- Designed digital and print assets for seasonal promotions across web and email using Adobe Photoshop for campaigns that delivered a 5% sales increase during the campaign period.

SKILLS

Web & CRM Tools: MailChimp, WordPress, HubSpot, HoneyBook, Trello
Design & Creative Tools: Adobe Creative Suite (Photoshop, Illustrator, Lightroom, InDesign), Canva, Figma
Office & Productivity: Microsoft Suite (Excel, PowerPoint, Word), Google Workspace
Ted Rogers Certifications: Excel | Python | Marketing (Branding, Social Media Marketing, UI Design)