

ALIYAH ISHMAIL

5+ YEARS MARKETING & DESIGN EXPERIENCE

PORTFOLIO: uxaliyah.com



DIGITAL MARKETING COORDINATOR
MCFADDEN'S HARDWOOD & HARDWARE INC

APRIL 2025 -
PRESENT

- Scaled Pinterest visibility by 14,000%, increasing monthly views from 470 to 66.2K, a 1304% increase
- Nearly doubled Instagram views at 96% growth while more than doubling account reach by 136%
- Grew Instagram followers by 715%



USER EXPERIENCE DESIGNER + MARKETING LEAD
CROSSING ALL BRIDGES LEARNING CENTRE

APRIL 2024 -
PRESENT

- Conducting user research on disabled participants
- Interior 3D renders and designs with an accessibility focus
- Led marketing and social strategy driving \$83,664 in annual fundraising
- Supported promotion of two major events raising \$46,000+ and \$58,100



PAID CONTENT CREATOR
WILFRID LAURIER UNIVERSITY EXTERNAL RELATIONS

JAN 2025 -
APRIL 2025

- Producing high-performing Instagram Reels averaging 20K views and 500 likes
- Film, create, edit, and update paid media videos for university/institute brand



LEAD GRAPHIC & WEB DESIGNER
JUST LIV SOCIAL

JAN 2024 -
APRIL 2025

- Led end-to-end social media management, including content creation, editing, posting, and optimization for 14 client accounts on a monthly basis



DIGITAL CONTENT WRITER
CANADIAN INDUSTRIAL HERITAGE CENTRE

SEPT 2024 -
JAN 2025

- Website design and auditing
- Content creation for Instagram
- Optimizing website and social media presence



LEAD MARKETING SPECIALIST
CURRENT INSTRUMENTATION INC.

MAY 2024 -
SEPT 2024

- Leading and managing all marketing initiatives, developing Wordpress and Woo-commerce site, print materials for tradeshows
- Increased LinkedIn follower count by 25%



GRAPHIC DESIGNER
BENEFICENT RELIEF

JULY 2023 -
SEPT 2023

- Delivering a range of branding/graphics and iconography for digital and print
- Social media content creation
- Designing marketing materials (business cards, brochures, merchandise)



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AWARDS

- **LAUER SCHOLAR** FOR FACULTY OF LIBERAL ARTS
- **3 X SCOTIABANK UXD SCHOLARSHIPS**
- **KURIYAMA CANADA INC SCHOLARSHIP**
 - THE HIGHEST GPA FOR ALL OF THE FACULTY OF LIBERAL ARTS
- **TECHNOLOGICAL DEPARTMENT AWARD**
- **YEARBOOK AWARD**
- **SCOTIABANK EXPERIENTIAL LEARNING** FOR UX DESIGNERS
- **LAUER ALUMNI GOLD MEDAL** FOR THE FACULTY OF LIBERAL ARTS

MY EDUCATION

WILFRID LAURIER UNIVERSITY

Bachelor's of Design, User Experience Design - **Dean's Honour Roll 2021-2025**

11.82 OVERALL GPA

Alumni Gold Medal

BISHOP P. F. REDING CATHOLIC SCHOOL

SHSM - Information and Communications Technology - Media and Design
2017 - 2021

PROGRAMS



HubSpot