

# ALIYAH ISHMAIL

5+ YEARS MARKETING & DESIGN EXPERIENCE

PORTFOLIO: [uxaliyah.com](https://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 tradeshow
- 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

- **LAURIER 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**
- **LAURIER 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