

ANALIA MOHAMDALLY

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SUMMARY OF QUALIFICATIONS

Data-driven, detail-oriented marketer and web developer with a strong understanding of HTML, CSS and Javascript, and 2+ years of experience in digital marketing, content creation, community building, partner collaborations and customer service.

WORK EXPERIENCE

Social Media Coordinator **Abokichi - North York, ON**

Jan 2020 - Jan 2021

Responsible for growing digital communities, updating the company's website, content creation and management of corporate social media accounts and customer interactions.

Created images and copy for social media, Facebook Ads, e-commerce, landing pages, email campaigns and public relations to ensure brand consistency.

Designed and implemented email marketing campaigns to generate new engagement and digital marketing revenue. Also assisted with the implementation of automated email marketing campaigns.

Collaborated with the Facebook Ad team, B2B retail partners and social media influencers to design and approve content. Overall, contributed to a 500% increase in online sales.

Brand ambassador for trade shows.

Nutrition Marketing Specialist **Jaswant's Kitchen – North York, ON**

Jul 2019 - Feb 2020

Responsible for content creation and customer interactions for corporate Instagram and Facebook accounts.

Designed and implemented a new email marketing campaign that increased product awareness and email marketing revenue by 1500%.

Nutrition Marketing Consultant **Jaswant's Kitchen – North York, ON**

Sept 2018 - Jan 2019

Designed and implemented an email marketing campaign, as part of student placement duties, that increased email marketing revenue by 230% and 560%.

EDUCATION

Full-Stack Web Development Certificate **University of Toronto, School of Continuing Studies, Coding Boot Camp**

May 2021 - Aug 2021

Full-time, immersive boot camp focused on front and back-end web development.

Bachelor of Applied Science (B.A.Sc.) in Nutrition and Food **Ryerson University, Toronto, ON**

Sept 2015 - June 2019

An accredited program recognized by the Partnership for Dietetic Education and Practice.

Education in food, nutrition, research and health for the individual and community.

TECHNICAL SKILLS

HTML, CSS, JavaScript, jQuery, Bootstrap, third-party APIs, Node.js, Express.js, MySQL, Handlebars.js, MongoDB, React.js and MERN Stack.

PROJECTS

1. [Find My Coder](#) - A collaborative React application that connects web developers with clients or companies.
2. [Trade Guide](#) - A collaborative application that allows the user to check data and news related to stocks and cryptocurrency.