

Yasaman Amiri

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Summary

Detail-oriented and analytical marketing and customer experience professional with experience in digital marketing, content creation and coordination, customer engagement, and business analytics across retail, consulting, and financial services environments. Skilled in campaign analysis, content development, data-driven decision-making, and customer relationship management.

Work Experience

Content and Insights Coordinator | Giant Tiger **2026**

- Coordinated and supported the development of marketing and digital content across multiple platforms while ensuring brand consistency and timely delivery.
- Analyzed campaign performance, customer engagement, and market trends to provide insights and recommendations for improving content strategy.
- Maintained and organized content calendars, reports, and marketing assets while collaborating with internal teams and external partners.
- Created and coordinated digital content assets using Canva, Figma, and CapCut while supporting marketing campaigns and brand initiatives.
- Assisted with data tracking, reporting, and audience analysis to support business decisions and enhance customer experience initiatives.

Digital Marketing Specialist | Accenture **2024 – 2025**

- Stayed current with emerging digital marketing trends, platform innovations, and AI applications in advertising.
- Developed and implemented data- and AI-driven strategies to optimize marketing campaigns, improving client ROI by 20%.
- Managed machine learning tools to analyze campaign performance, predict trends, and enhance audience targeting.
- Consulted with clients on platform utilization and campaign enhancements aligned with strategic business objectives.
- Supported team members with troubleshooting, platform training, and campaign optimization using analytics tools.
- Monitored performance metrics and deliver actionable insights to boost ad engagement and conversion rates.

Customer Experience & Brand Associate | A&W **2023 – 2024**

- Observed customer behavior and feedback to identify engagement trends and recommend product adjustments that improved daily sales.
- Promoted in-store offers and new menu items to increase brand visibility and enhance customer experience.
- Trained new staff on service standards and communication techniques, ensuring consistent brand messaging across customer interactions.
- Monitored sales patterns during peak hours to optimize team efficiency and strengthen understanding of real-world consumer behavior.

- Provided excellent customer service, addressing inquiries, and resolving issues promptly.
- Assisted customers with account transactions and recommended relevant financial products.
- Utilized banking software to process transactions accurately and maintain compliance.
- Educated customers on banking products and digital banking options.
- Collaborated with team members to ensure consistent service delivery.
- Managed customer feedback and complaints, taking proactive measures for resolution.
- Stayed updated on bank policies, procedures, and regulatory changes.
- Contributed to achieving branch sales targets through cross-selling and upselling.
- Maintained confidentiality and adhered to data protection regulations.
- Increased client engagement and account enrolments by 10% through targeted communication strategies.

- Customer Experience & Brand Representative | Rexall2022 – 2023
- Observed customer purchasing patterns and provided personalized product recommendations, strengthening customer loyalty and sales performance.
 - Promoted seasonal campaigns and in-store marketing initiatives that enhanced product visibility and engagement.
 - Supported inventory and merchandising decisions using sales data and customer demand trends to optimize stock placement.
 - Collaborated with team members to maintain brand standards and deliver a consistent, positive customer experience.

Education		
• Bachelor of Financial Management		Sep 2016 – Aug 2019
• Master of Business Analytics Carleton University		Sep 2022 – Apr 2024
• Meta Certified Digital Marketing Associate Meta		Issued Jul 2024
• Google Digital Marketing & E-Commerce – Professional Certificate (AI Skills) Coursera		Issued July 2025
• LinkedIn Ads (Introduction & Ad Targeting) — LinkedIn Marketing Labs Skills: Campaign Creation, Targeting Strategies, Ad Optimization		(In Progress)
• Udacity: TQ: Agentic AI, Generative AI & Sustainability of Technology		Sep 2025

- Skills
- Digital Marketing & Campaign Management | Content Coordination & Content Strategy | Marketing Analytics & Reporting
 - Customer Experience & Brand Engagement | Data Analysis & Business Insights
 - AI-Driven Marketing Strategies | Audience Targeting & Campaign Optimization
 - Digital Content Tools | Canva, Figma, CapCut, Content Creation, Visual Asset Coordination
 - Social Media & Digital Advertising | Market Research & Trend Analysis
 - CRM & Customer Relationship Management | Performance Tracking & KPI Monitoring
 - Cross-Functional Collaboration | Communication & Presentation Skills
 - Problem-Solving & Analytical Thinking | Microsoft Office Suite & Google Workspace
 - Meta Ads & LinkedIn Advertising | Machine Learning & Predictive Analytics Tools
 - Time Management & Organizational Skills