

Zaafir Mohamed

Toronto, ON | zaafirm1@gmail.com | (647) 649-7866 | [LinkedIn](#) | [Portfolio](#)

Summary

Marketing professional with hands-on experience in email marketing, campaign coordination, and CRM-driven lead generation and nurturing. Built and executed multi-channel campaigns (email, social, paid) in B2B and startup settings using HubSpot, Mailchimp, Google Analytics, and Excel to optimize performance and drive measurable results.

Professional Experience

Marketing Associate

May 2025 – Aug 2025

Toronto Business Development Centre • Toronto, ON

- **Coordinated the full email marketing calendar for a portfolio of startup programs**, handling content creation, template design in HubSpot, list segmentation by program type, and weekly scheduling.
- Ran A/B tests on 6+ subject line and CTA variations, **increasing open rates from 22% to 32%** and **click-through rates from 1.8% to 3.1%**, then documented winning patterns to inform future campaign strategy.
- Built a weekly reporting workflow using UTM tracking and CRM data, collaborating cross-functionally with sales and program teams to reallocate budget toward higher-ROI email campaigns.
- **Managed lead nurturing sequences for 40+ startup founders in HubSpot CRM**, automating follow-ups by program fit to close the gap between inquiry and enrollment and improve conversion rates across the pipeline.
- Supported event coordination and promotion for 3 events, **handling audience targeting in Meta Ads and writing email sequences that contributed to sold-out registration** for all three, totaling 200+ attendees.

Research Assistant, Blended Learning

Sept 2024 – Dec 2024

National University of Singapore (NUS-ISS) • Singapore

- **Analyzed enrollment and engagement data using SQL and Excel** to identify funnel drop-off points; communicated findings to stakeholders, informing changes to the intake email workflow.
- **Consolidated 3 intake forms into 1 streamlined form with auto-reply triggers**, reducing average first-response time from 48 hours to under 24 hours and improving the prospective student experience.
- **Conducted market research and competitive analysis covering 8 peer institutions** across pricing, positioning, and digital marketing channels, guiding the team's advertising spend reallocation.
- **Standardized weekly KPI reporting across 4 program teams**, replacing separate spreadsheets with a unified Google Sheets dashboard tracking enrollment, engagement, and campaign performance for leadership review.

Freelance Marketing Consultant

Jan 2024 – May 2024

Lutalica (Digital Marketing Consultancy) • Toronto, ON

- Built landing pages for health-tech clients in WordPress, writing all copy and handling on-page SEO including meta tags, internal linking, and keyword optimization; 2 client pages ranked on the first page of Google.
- Implemented GA4 tracking and event goals from scratch, used session data to diagnose a high-bounce service page, and reworked the layout and CTA placement, reducing bounce rate by 12 points.
- **Drove lead generation by pitching and closing 3 B2B client engagements**, writing proposals and presentations that translated technical deliverables into business outcomes for non-technical decision-makers.
- Organized and managed multiple concurrent client projects from discovery through launch using Notion for task tracking, delivering all on time and within scope while maintaining clear stakeholder communication.

Education

Honours Bachelor of Science, Psychology (Co-op)

2021 – 2026

University of Waterloo • Waterloo, ON

Relevant Coursework: Advanced Data Analysis, Psychology of Thinking, Research Methods

Skills

Email & Automation: Marketing automation, Mailchimp, HubSpot, A/B testing, drip campaigns, lead nurturing

Analytics & Data: Google Analytics (GA4), UTM tracking, SQL, Excel, Microsoft Office, CRM reporting, Python

Content & SEO: Copywriting, content creation, landing page optimization, on-page SEO, market research, WordPress, Canva, Adobe Premiere Pro, Figma, Descript, Shopify, Claude

Paid & Social: Meta Ads, LinkedIn Ads, audience segmentation, social media marketing, organic scheduling

Project & CRM: HubSpot CRM, lead scoring, lead generation, pipeline management, KPI dashboards, Asana, Notion

Core Strengths: Cross-functional collaboration, written & verbal communication, organizational skills, attention to detail