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## WORK EXPERIENCE

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### **Marketing Coordinator**

#### **Incubator 13**

**Business Development Service, Ottawa ON** 08/2024 – Present

- Develop and manage ad campaigns using Meta Business Suite, including creating compelling ad creatives (images, videos, reels) and writing targeted captions to maximize engagement and reach.
- Analyzed campaign data, including CPM, CPC, and CTR, to identify areas for improvement and drive successful project outcomes.

### **Marketing Project Manager**

#### **Wright Tree Service Company**

**Project with Algonquin College, Ottawa ON** 04/2024 – 08/2024

- Led cross-functional team in planning, organizing, and executing project, conducting market research, identifying key opportunities, and developing targeted plans to enhance digital presence, brand awareness, and customer acquisition.
- Collaborated with stakeholders to manage project scope, timelines, and resources, ensuring project goals were met within deadlines and budget constraints.

### **Banquet Server**

**Shaw Center** 02/2024 – Present

- Organized and executed event logistics, including setting up tables, serving food, and addressing guest needs, to ensure smooth and timely service during banquets.
- Provided exceptional guest service, maintained continuous contact with managers in the field to ensure optimal performance, and closely collaborated with team members to resolve issues and achieve successful event outcomes.

### **Co-founder and Digital Marketing Specialist**

#### **9raBra**

**Online Education Resource, Instagram: @9rabra.de** 12/2023 – Present

- Planned and managed project timelines for organic and ad campaigns on social media platforms (I.e. Instagram & Facebook), aligning with overall business objectives and audience engagement goals.
- Utilized project management tools (I.e. Microsoft Project, Trello, Notion) to coordinate content creation, audience targeting, and performance analysis, driving customer acquisition and brand growth.

## **Bartender**

**The Westin Ottawa Hotel**

05/2023 – Present

- Prepared and served a variety of beverages, managed bar inventory, and efficiently processed cash and card transactions using an ATM machine to ensure timely and accurate service during banquets and events.
- Maintained continuous communication with event managers to ensure high standards of service, addressed guest requests, and resolved any issues promptly, while collaborating occasionally event organizers, to deliver a seamless guest experience.

## **Sales Advisor**

**COSTCO, Ottawa, ON**

02/2023 - 05/2023

- Promoted various products by engaging with customers, addressing inquiries, and offering tailored recommendations to drive sales and boost customer satisfaction.
- Conducted pre-field meetings with the sales team to outline daily objectives, address questions, and review sales techniques. Guided team members on customer engagement, handling inquiries, recommending products, and explaining deals to drive sales and boost customer satisfaction.

## **Delivery Man**

**Bolt (Dnipro, Ukraine)**

09/2021- 02/2022

- Delivered food in sub-zero winter conditions, using a bike or walking, while efficiently managing delivery schedules and optimizing routes.
- Addressed customer inquiries and resolved issues promptly, ensuring high satisfaction and demonstrating strong problem-solving skills.

## **Call Centre Representative**

**Vico (Dnipro, Ukraine)**

01/2021- 03/2021

- Delivered prompt customer support by addressing inquiries and resolving product-related issues, such as assisting customers with opening crypto wallets, providing buying tips, and offering recommendations, to ensure high levels of satisfaction and loyalty.

## **SKILLS**

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- **Client Service Expertise:** Project Management: Experienced in leading teams, prioritizing tasks, and managing projects to enhance digital presence, brand positioning, and customer acquisition while meeting deadlines and maintaining quality.

- **Service Expertise:** Demonstrated experience in delivering exceptional service to a diverse range of stakeholders, including management, employees, customers, and citizens.
- **Critical Thinking:** Ability to think critically and solve problems effectively.
- **Data Analysis:** Experienced in analyzing project data and metrics to optimize performance, make informed decisions, and support continuous improvement.
- **Workload Planning and Management:** Skill in planning and managing tasks efficiently to meet deadlines and objectives, experienced with tools like Microsoft Project, Notion, and Trello.
- **Report Preparation:** Experienced in drafting, proofreading, and formatting reports and briefing notes.
- **Bilingual Communication:** Proficiency in English and French for writing, editing, and verbal communication (i.e., translating content, bilingual customer support).
- **Team Collaboration:** Capacity to work effectively with others, contributing to a collaborative team environment.
- **Initiative and Action-Oriented:** Proactive in taking initiative and demonstrating a strong action-oriented approach to tasks and responsibilities.
- **Software Proficiency:** Experience using Microsoft Word for creating and formatting documents, Outlook for managing emails and scheduling, Excel for analyzing and organizing data, and PowerPoint for presentations.
- **Integrity and Respect:** Demonstrating high standards of integrity and respect in professional interactions.

## EDUCATION

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### **ALGONQUIN COLLEGE (Ottawa)**

Business Marketing Co-op program

01/2023- 08/2024

- Relevant courses include Marketing Plan Project Field Work, Integrated Marketing Communications, Marketing Research, Digital Marketing, Statistics.

### **DNIPRO ACADEMY OF CIVIL ENGINEERING AND ARCHITECTURE**

**(Dnipro, Ukraine)**

01/2021- 08/2021

Ukrainian language certification

### **HIGH SCHOOL (Morocco)**

09/2017 - 07/2020

## CERTIFICATION

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- AODA certificate Ontario (Accessibility for Ontarians with Disabilities)
- Smart Serve Certificate Ontario.
- Worker health & safety awareness certificate Ontario

- Model Sales Call (MSC).
- Google Ads.
- Google Analytics.

## Volunteering

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### **Store Assistant**

#### ***Re-Source THRIFT SHOP - Social Services***

- *Organizing and maintaining inventory to ensure a clean and appealing store layout.*
- *Assisting customers with product inquiries and purchases to enhance their shopping experience.*