

Tafseer Tanha Mahmud

Marketing & Communications Coordinator

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SUMMARY

Marketing coordinator who runs campaigns end to end and builds the systems behind them. Grew a clinic's Instagram to 5,000+ views in two weeks from a standing start, and built automated AI agents that turn weekly social performance into the next week's content calendar. Three years across agency, in-house, and live events — comfortable owning the creative and the reporting.

EXPERIENCE

Marketing Coordinator & Clinic Administrator | West End Diagnostic Imaging Aug 2025 – Present

- Built and deployed automated AI agents (Claude) that analyze weekly social performance, identify top-performing formats and topics, and generate the following week's content calendar — replacing a manual reporting process that took [X hours] per week.
- Grew the clinic's Instagram from a new account to 5,000+ views in the first two weeks through targeted content planning, short-form video, and audience-focused creative; now averaging [X] impressions and [X] profile visits per month.
- Write, film, and edit short-form video and paid social that translate diagnostic services into accessible patient-facing content.
- Own patient communications across social, website, and phone — responding to inquiries in a patient-centred tone and coordinating 50+ appointments daily with clinical and administrative teams.
- Report monthly performance to clinic ownership, using engagement and reach data to set the next month's content priorities.

Marketing & Events Executive | Creators Collective, University of Waterloo Sep 2022 – Apr 2025

- Planned and executed [X] live events per term — gallery nights, orientation activations, recruitment drives, and student tours — from concept through day-of run-of-show.
- Grew the organization's Instagram to 1,057 followers across 356 posts through content ideation, scripting, and editing, increasing engagement [X]% over [timeframe].
- Recruited, onboarded, and trained [X] student volunteers, building the briefing and scheduling process that kept event coverage consistent term over term.
- Managed event budgets and secured sponsorship deals with [X] campus and external partners.
- Built and maintained event project plans in ClickUp, tracking deliverables across design, logistics, and programming leads and absorbing last-minute scope changes without missed deadlines.

Marketing Coordinator | BizStori.ca — Digital Marketing Agency Apr 2024 – Aug 2024

- Managed campaign workflows and CRM records for [X] independent pharmacy clients, coordinating deliverables across internal design and content teams.
- Prepared client-facing performance reports and stakeholder presentations that informed [campaign decisions / renewal conversations — specify].
- Kept [X] concurrent client projects on schedule by owning timelines and chasing dependencies across teams.

SKILLS

Marketing Social media strategy, content planning, short-form video production, copywriting, email campaigns, performance reporting

AI & Analytics Claude (built automated reporting agents), Meta Business Suite, Google Analytics, Excel

Design & Web Canva, Adobe Creative Suite, HTML/CSS

Project & Ops Notion, ClickUp, Jira, Google Workspace, Slack, Calendly, CRM management

EDUCATION & CERTIFICATIONS

- BA, Global Business and Digital Arts** — University of Waterloo, [grad year]
- Creation & Branding, Retail & Client Experience** — INSIDE LVMH, 2025
- Google Digital Marketing & E-Commerce Certification** — Coursera
- Human Resource Management Certificate** — Great Learning