

RAAFI ISLAM

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PROFESSIONAL SUMMARY

Digital marketing professional with 5+ years of experience leading integrated campaigns, paid media strategy, and multichannel content programs across nonprofit, education, SaaS, and CPG sectors. Proficient in Meta, Google, YouTube, LinkedIn, and TikTok advertising; proven track record in SEO, email marketing, KPI analysis, competitor research, and cross-functional team leadership. Currently completing a Master of Digital Media at Toronto Metropolitan University.

CORE SKILLS

Campaign Management: Meta Ads, Google Ads, YouTube, LinkedIn Ads, TikTok Ads, Paid Media Strategy, A/B Testing

SEO & Analytics: SEO Strategy, Google Analytics, KPI Reporting, Competitor Analysis, Performance Optimization

Email Marketing: Mailchimp, Audience Segmentation, Campaign Design, Click-Through Optimization, Deliverability

Content & Brand: Copywriting, Visual Content Creation, Brand Consistency, Social Media Management, Hootsuite

Design & Tools: Figma, Adobe Creative Suite, Adobe Premiere Pro, Canva, WordPress, DaVinci Resolve

Collaboration: Cross-functional Leadership, Agency & Influencer Management, Stakeholder Engagement, Asana

PROFESSIONAL EXPERIENCE

Digital Marketing Specialist - Forhad Realty - Toronto, ON

Jan 2025 – Present

- Planned and executed multi-channel campaigns across paid media (Meta, Google, LinkedIn) and email, developing audience-targeted copy, visual assets, and branded materials aligned to campaign KPIs.
- Built and managed Mailchimp email campaigns with audience segmentation and A/B testing; analyzed open rates, CTR, and engagement data to continuously optimize messaging and subscriber growth.
- Tracked and reported on campaign KPIs weekly, translating performance data into actionable insights that informed content, targeting, and channel strategy decisions.

Senior Coordinator, Digital Marketing - UNICEF Canada - Toronto, ON - Contract

Sep 2024 – Dec 2024

- Led social media content development across Instagram, Facebook, and LinkedIn for high-stakes fundraising campaigns within strict brand, regulatory, and accessibility guidelines.
- Coordinated cross-functionally with brand, legal, French translation, and program teams to align messaging and meet publication deadlines across simultaneous campaigns.
- Compiled weekly KPI dashboards and post-campaign analyses; recommendations contributed to an 18% increase in fundraising revenue and 8% improvement in click-through rate year-over-year.

Marketing Specialist - University of Calgary - Remote

Dec 2023 – Aug 2024

- Developed social media content, website copy, and stakeholder communications for an academic research initiative, maintaining alignment with brand standards across academic and public-facing channels.
- Maintained and optimized a WordPress website, conducting content audits to ensure accuracy, SEO alignment, and clear navigation; conducted audience and market research to inform content direction.
- Coordinated with faculty leads and community partners to draft, review, and approve all external communications on deadline.

Digital Marketing Specialist - Truphle - Toronto, ON

Sep 2022 – Dec 2023

- Created and managed cross-channel content including posts, captions, and campaign copy tailored to audience segments; designed visual assets in Canva and Figma for campaign launches and partner promotions.
- Drove a 35% increase in engagement and app downloads within six months through targeted influencer partnerships and content marketing programs, managing creator and agency relationships end-to-end.
- Experimented with emerging digital marketing tools and content formats, integrating successful techniques into ongoing campaign strategy.

Marketing Lead - CHORKI - Dhaka, Bangladesh

Mar 2021 – Aug 2021

- Led integrated digital marketing strategy for a new OTT platform launch, developing content across brand, social, and digital channels in collaboration with internal teams and external agencies.
- Produced all external campaign content including scripts, social copy, and promotional materials, maintaining consistent brand voice and visual identity across all platforms.

PROJECTS

Podcast Production - Producer / Editor

- Produce and edit audio content, write episode scripts, and develop cross-platform distribution strategies using Adobe Podcast and Adobe Audition, applying storytelling principles to audience-focused content.

CERTIFICATIONS

Google Ads · Google Analytics 4 · HubSpot Content Marketing · Hootsuite · Salesforce · TikTok for Business

EDUCATION

Master of Digital Media Toronto Metropolitan University

Post Graduate Certificate, Digital Media Marketing George Brown College

Bachelor of Business Administration in Marketing North South University