

# PEGAH KARAM

## Digital Marketing Specialist

Richmond Hill | 647-712-0723

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Motivated and adaptable professional pursuing a post-graduate degree in Marketing Management at George Brown College. Specializes in digital marketing, Paid Media, social media management, and content creation. Proven experience in developing engaging content, managing social media platforms, and executing effective digital marketing strategies.

### **Work Experience**

#### **B2B content Marketing**

Sep 2024 - Present

Amorvita.Inc | Toronto

- Marketing Communication, B2B content Marketing
- Spearheaded faculty acquisition campaigns targeting speakers, coaches, and experts, driving new membership and engagement.
- Content creation for LinkedIn to increase engagement by 50%.
- Making a social media Calendar to manage time and days for social media.
- Lead content marketing initiatives, including blog posts, email campaigns, and event promotions to foster entrepreneurship and faculty participation.
- Manage end-to-end Faculty onboarding processes, ensuring 100% onboarding completion within two weeks of enrollment.

#### **Sales representative**

May 2023 - Feb 2024

Caryl Baker Visage Salon | Newmarket

- Sale Representative
- Provided high-level customer service, increasing client satisfaction by 40%.
- Established strong client relationships, resulting in a 30% increase in bookings.
- Promoted and sold skincare products, contributing to a significant increase in business revenue.
- Collaborated with team members to achieve daily sales goals, resulting in a 45% increase.

#### **Social Media Coordinator**

Sep 2021 - May 2022

Shokufeh Salon | California

- Social Media Coordinator
- Managed social media platforms, particularly Instagram, attracting over 50% more clients.
- Contributed to marketing campaigns, increasing client retention by 15%.
- Created engaging advertisements in the makeup field, resulting in a 30% increase in web traffic and conversion rates.

## **Projects**

<b>Buhi bag</b>	social media analysis, A/B tests implementation	Apr 2024 - Aug 2024
<b>Don's Farmaroot</b>	Website building, UX design	Apr 2024 - Aug 2024
<b>Gully Klassics INC</b>	Marketing strategy, Social Media Strategy	Apr 2024 - Aug 2024

## **Core Skills**

Proficient in Excel, Microsoft word and Google Docs, Digital Marketing, Editing (Photo / Video), Proficient in Canva and Capcut, Monitoring Performance, Paid Media Marketing, Team Collaboration, Social Media Content Creation, Google Ads, Attention to Detail, Time Management, Content strategy, Website Building (wix), Attention to Detail and Problem-Solving, Content Scheduling, UX Design, B2B content marketing, Social Media Analysis

## **Education**

<b>GEORGE BROWN COLLEGE</b> <b>Post Graduate Degree</b>   Digital Marketing	Jan 2024 - Dec 2024
<b>Science &amp; Research UNIVERSITY</b> <b>master's degree</b>   EMBA, Marketing	Sep 2016
<b>SEM NAN UNIVERSITY</b> <b>bachelor's degree</b>   Mechanic Engineering	Sep 2012

## **Certificates**

**Google Analytics**  
Google

**Display Ads**  
Google

**Google Search Ads Certificate**  
Google

**Digital Marketing Analytics**  
Stukent