



Misbah Sayyed

Project Management Professional (PMP®) | Marketer

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PROFILE

Communications and Marketing Professional with 8+ years of experience supporting multi-disciplinary organizations across healthcare, education, professional services, and community sectors. Skilled in website management, social media oversight, branding, webinar coordination, content development, and digital operations. Adept at managing multiple platforms, troubleshooting software and basic technical issues, improving digital workflows, and creating clear communication systems that support both internal teams and diverse communities. Strong collaborator with experience handling cross-functional requests, managing content calendars, and delivering consistent, on-brand messaging.

PROFESSIONAL EXPERIENCE

Marketing Project Consultant

Jan 2025 – present | Remote

Self Employed (MS Creative Works)

- Manage end to end digital communication projects for clients across Canada, India, and the UAE, including website updates, content management, SEO optimization, and social media execution.
- Oversee multiple website environments using WordPress, coordinating updates, publishing new content, troubleshooting layout issues, and ensuring smooth platform performance.
- Plan and manage multi-channel campaigns, including newsletters, email marketing, webinars, and event communication.
- Support branding initiatives by developing digital assets, presentations, training materials, and platform content in alignment with client goals.
- Create and maintain project schedules, manage cross-functional deliverables, and ensure timely coordination between teams, stakeholders, and external vendors.

Senior Associate, Marketing & Communications

Mar 2022 – Oct 2024 | Vancouver

Andersen LLP

- Led the strategic planning and execution of 10–12 annual webinars, overseeing end-to-end coordination, budget management, and post-event analytics to derive actionable insights and measure ROI.
- Directed the regional marketing portfolio for Canada, serving as the primary liaison to global leadership. Managed the full project lifecycle, from strategy and planning to execution, and delivered executive-level presentations and performance reports to align cross-functional stakeholders.
- Championed key digital transformation initiatives, including the strategic implementation of Zoho CRM, which refined data structure and segmentation to enhance targeting precision and campaign effectiveness.
- Spearheaded web development and digital experience projects, translating business objectives into user-centric designs. Acted as the key liaison between internal stakeholders and external agencies, securing global approvals and ensuring all outputs adhered to brand standards.
- Launched and managed a monthly newsletter, from ideation and charter development to end-to-end production, strengthening brand visibility and engagement across digital and social platforms.

Project Lead

Jul 2024 – Dec 2024 | Vancouver

Fernie Pride Society

- Led the end-to-end execution of an 8-week community campaign, “Safe Spaces for All Faces,” from charter development to milestone delivery.
- Developed the campaign strategy, including messaging, content calendar, and timeline, and oversaw the production of four print ads.

Graphic & Marketing Projects Coordinator

Jul 2019 – Jan 2022 | Toronto


Xcel Source

- Managed 100+ product and service web pages, ensuring accurate descriptions, updated content, and improved searchability..
- Launched and optimized weekly email campaigns for 30+ products, achieving a 30–35% open rate and 8–12% CTR.
- Conducted market research and pricing analysis to strengthen product positioning and competitiveness.
- Managed cross-functional collaboration with Sales, Purchasing, and global stakeholders, overseeing procurement and vendor relations.

Marketing Associate

Oct 2017 – Mar 2019 | Toronto

Canadian Analytical Labs

- Spearheaded the creation of a cross-company website, streamlining product reference and order management for sister companies- Link 

- Developed and executed digital marketing strategies across social media and email, driving revenue through upselling and customer engagement.
- Strengthened customer relationships through proactive communication and issue resolution, supporting sales and marketing alignment.

Project Manager
The Information Company

- Managed high-profile client projects for brands including Tata Group and Godrej, ensuring on-time, high-quality delivery.
- Served as the primary client liaison, fostering long-term relationships and coordinating cross-functional teams.
- Successfully delivered multiple projects with competing deadlines, recognized for consistent performance and partnership building.

Jun 2015 – Oct 2016 | Mumbai

OTHER EXPERIENCE

Social Media Manager
LaCanapa, Vancouver, Canada

Created and managed social media channels for all store locations across Great Vancouver. Helped with store branding, website management, marketing collaterals and in-store promotions.

Apr 2021 – Apr 2022

Marketing and Design Manager
LC Production / Reux, London, Canada

Worked on different client accounts to help manage marketing collaterals, social media campaigns, print advertising, photoshoot coordination and events!

May 2017 – Nov 2017

Information Analyst
Cheers Interactive, Mumbai, India

Translated complex data and market trends into actionable insights and strategic recommendations for leadership. Curated and analyzed key information to develop strategic newsletters, keeping leadership informed on critical market updates.

Jun 2014 – Mar 2015

VOLUNTEER/FREELANCE EXPERIENCE

Social Media Manager
Rainbow Foundation of Hope, Vancouver, Canada

- Enhanced Instagram engagement by curating creative content and managing daily posts.
- Designed two print banners for community events, reflecting the organization’s vision and goals.

Apr 2024 – Oct 2024 | Vancouver

Graphic Designer
Bollywood Dance School, Toronto, Canada

- Created engaging social media content for upcoming classes.
- Assisted with digital design for website content and other marketing collateral, ensuring consistency with brand guidelines and promotional objectives.

Jan 2020 – Dec 2020

SKILLS

Marketing Expertise <ul style="list-style-type: none">• Website Management• Email Marketing• Campaign Planning• Social Media Management• Marketing Analytics	Technical Proficiency <ul style="list-style-type: none">• Wordpress - Website management• Mailchimp - Email Marketing• Adobe Creative Suite• Asana and Microsoft Projects• CRM management• Zoom Webinar management	Project Planning & Execution <ul style="list-style-type: none">• Cross Functional Coordination• Managing Communication with Leaders and Partners• Data Analysis• Team management
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EDUCATION

Fanshawe College
Post-Graduate Diploma in Public Relations & Communications

2017 | London, ON, Canada

Mumbai University
Bachelor's in Mass Media (Advertising)

2014 | Mumbai, MH, India

CERTIFICATES AND MEMBERSHIPS

- Project Management Professional (PMP®) — Member, PMI Canada West Coast Chapter
- Digital Transformation Management – SFU, Canada
- Advertising with Meta