

Ayah Aboudeeb

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EDUCATION

George Brown College, Toronto, Canada

2025 – Present

Graduate Certificate, Marketing Management - Digital Media

- Includes experiential learning through required co-op/internship
- **Relevant Coursework:** Social Media Marketing, Content Marketing, Digital Advertising, SEO & SEM

Carleton University, Ottawa, Canada

2021 – 2025

Bachelor of Arts, Psychology

- Awarded Dean's List honors
- Graduated with High Distinction

CERTIFICATIONS

HubSpot Academy (2025)

- Social Media Marketing
- Content Marketing
- Email Marketing

Google Digital Garage (2025)

- Fundamentals of Digital Marketing

Google Skillshop (2025)

- Google Ads

SKILLS

- Google Ads & Analytics
- Microsoft Office Suite (Word, Excel, PowerPoint, Outlook)
- AI Tools (for content creation, data analysis, and productivity, e.g., ChatGPT)
- Effective written and verbal communication (English & Arabic)
- Time management, prioritization, and multitasking
- Problem-solving and adaptability

EXPERIENCES

Gilmour Psychological Services, Ottawa, Canada**2024 – 2024***Administrative Placement*

- Coordinated client and project workflows, ensuring timely follow-ups, accurate documentation, and efficient operations to support organizational goals
- Developed and implemented administrative processes to improve team efficiency and workflow
- Prepared and edited reports, presentations, and documents to support decision-making and stakeholder communication
- Prioritized multiple tasks under tight deadlines, demonstrating strong organizational and time management skills

Staples, Ottawa, Canada**2022 – 2023***Customer Service Representative*

- Delivered excellent customer service by addressing inquiries, processing purchases and returns, and enhancing customer satisfaction and loyalty
- Recommended products and services, contributing to sales growth and revenue generation
- Maintained organized and visually appealing store environments to support brand image and customer engagement

EXTRACURRICULARS

Naseeha Mental Health, Mississauga, Canada**2024 – 2025***Peer Counsellor*

- Managed client requests and coordinated services, ensuring timely outcomes and accurate documentation
- Organized and facilitated community initiatives, promoting engagement and collaboration across diverse groups
- Developed communication and problem-solving skills through direct support and team coordination