



DIYAR POURYOUSEF

Digital Marketing Specialist

CONTACT

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- LinkedIn
- Portfolio
- GitHub

SKILL METER

- CONTENT STRATEGY
- CANVA / VISUAL DESIGN
- SHORT-FORM VIDEO
- ANALYTICS & GROWTH
- COPYWRITING
- COMMUNITY MANAGEMENT
- BRAND STORYTELLING
- PHOTOGRAPHY & EDITING
- HTML / CSS / JS / REACT
- PUBLIC SPEAKING

TOOLS I USE

- CANVA
- FIGMA
- META BUSINESS SUITE
- GIT / GITHUB

ORGANIC GROWTH



June → Present · 0 → 700+ followers

RIGHT NOW

- Beginning content roll-out for Baran's Bakery's reopening
- Growing the MadeByDiyar client roster
- Deepening my CS fundamentals at Laurier
- Leveling up video editing skills

EDUCATION

BSc Computer Science (In Progress) — Wilfrid Laurier University · Expected 2027

- Member of Laurier Computing Society — networking events, collaborative tech projects, leadership development.

EXPERIENCE

Founder & Digital Marketing Lead · Baran's Bakery

Mar 2025 – Present

- Built and ran all digital infrastructure for a small local bakery from scratch: social presence, content calendars, and marketing analytics.
- Grew organic reach to 20K+ views and 700+ followers with zero paid ad spend, using platform analytics to guide content decisions week over week.
- Currently leading a full brand reopening campaign (multi-phase rollout across social, email/SMS, and local press) as the business relaunches from a newly built commercial kitchen.

20K+ VIEWS	700+ FOLLOWERS	\$0 AD SPEND
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UGC Creator — Digital Content & Tools · MadeByDiyar

Jan 2025 – Present

- Produce and optimize short-form marketing content for social channels using Canva and editing software, tailored to each platform's format and audience.
- Apply analytics and audience research to iterate on content style, consistently improving engagement outcomes for clients.

Instagram/TikTok Content Lead · RONA+

Oct 2024 – Present

- Own end-to-end Instagram content production for a major retail brand's local presence, from concept to posting.
- Apply digital marketing skills in a live retail environment, balancing brand consistency with day-to-day customer-facing work.

PROJECTS

Personal Portfolio Website — HTML, CSS, JavaScript

- Designed and deployed a fully responsive portfolio site to showcase content and marketing work to prospective employers/clients.

Sudoku Solver — Python

- Assembled a recursive backtracking solver, demonstrating problem-solving and technical range beyond marketing tools.

SEO Website Optimization — Google Search Console, Google Analytics, SEO

- Optimized website content using keyword research, metadata, and on-page SEO best practices to improve search visibility and user experience.

Google Ads Campaign Simulation — Google Ads

- Created a mock search advertising campaign including keyword research, ad copy, audience targeting, and budget planning following industry best practices.

Marketing Analytics Dashboard — Google Looker Studio, Google Analytics

- Built an interactive dashboard to visualize website traffic, user behavior, and campaign performance, enabling data-driven marketing decisions.