Aishalah Foster

Summary

Experience in marketing strategy, campaign management, content creation, and performance analysis. Skilled in using audience research and data to develop effective campaigns, improve digital communications, and identify opportunities for growth. Combines creative design with analytical thinking to deliver engaging content, solve marketing challenges, and support business goals across digital and traditional channels.

Skills

- Marketing & Strategy: Digital Marketing Strategy, Integrated Campaign Management, Campaign Optimization, Market Research, Competitor Analysis, Audience Research & Segmentation.
- Content & Communications: Content Strategy & Development, Copywriting & Editing, Social Media Marketing, Brand Messaging, Creative Direction, Digital Content Production.
- SEO & Paid Media: Search Engine Optimization (SEO), Search Engine Marketing (SEM), Keyword Research, Paid Media (LinkedIn Campaign Manager & Meta Business Suite), A/B Testing, Conversion Optimization.
- Analytics & Reporting: Google Analytics 4 (GA4), Hotjar, SEMrush, UTM Tracking & Campaign Attribution, KPI Reporting, Data Analysis & Insights.
- Email, Web & Creative Tools: Email Marketing & Automation, Email Deliverability, Website Content Management (CMS), HubSpot, Higher Logic, Constant Contact, Adobe Creative Suite, Canva.
- Project Management & Collaboration: Project Coordination, Stakeholder Engagement, Cross-Functional Collaboration, Vendor Management, Accessibility (AODA)

Professional History

Digital Marketing Specialist, Infrastructure Health & Safety Association - Toronto, ON
April 2025 - Present (Contract)

- Helped introduce SEO best practices across IHSA's marketing team, conducting competitor research, keyword analysis, metadata optimization, and website audits using SEMrush. During this period, IHSA saw a 343% increase in magazine article views, a 78% increase in COR® pageviews, and a 51% increase in Basics of Supervising pageviews.
- Managed email marketing through Higher Logic, including audience segmentation, subscriber preferences, automated email journeys, list cleaning, and campaign deployment to improve engagement and deliverability.
- Resolved major email deliverability issues by investigating 3,000+ blocked emails, collaborating with Higher Logic and ZeroBounce, and introducing improved segmentation and sending practices to reduce email blocks and restore deliverability.
- Supported digital advertising campaigns across LinkedIn, Meta, Google Ads, and YouTube, coordinating campaign launches, audience targeting, budget optimization, A/B testing, and

performance reporting. Reduced LinkedIn cost-per-click from approximately $15 to as low as $0.46 through audience and campaign optimization.
- Managed organic social media across LinkedIn, Facebook, and Instagram, monitoring engagement, responding to comments, analyzing content performance, and identifying opportunities for user-generated content and audience growth.
- Analyzed website traffic, search behaviour, and user interactions through GA4 and Hotjar to identify content gaps, usability issues, and opportunities to improve website navigation and user experience.
- Developed a data-informed outreach strategy for small businesses, translating website analytics, heatmaps, search behaviour, and popular resource downloads into actionable insights to help customer service and outreach teams better understand audience needs and provide relevant support.
- Redesigned and optimized IHSA's Small Business and 2-Minute News newsletters through audience segmentation, personalization, A/B testing, simplified layouts, and improved calls-to-action. The cold outreach Small Business newsletter recorded a 7% click-through benchmark, while 2-Minute News achieved a 46% open rate and 11.7% click-to-open rate.
- Designed and optimized HubSpot landing pages, email templates, and digital marketing assets to support IHSA campaigns, improving accessibility, mobile responsiveness, calls-to-action, and brand consistency across digital channels.
- Implemented UTM tracking and developed performance spreadsheets to improve campaign attribution, measure marketing effectiveness, and identify opportunities for optimization.
- Produced weekly and monthly analytics reports, presentations, and performance summaries covering social media, email marketing, website traffic, paid advertising, product interest, and audience engagement to support marketing decisions.
- Researched emerging AI tools, digital marketing trends, and changing audience behaviour to recommend improvements.
- Collaborated with internal departments, external vendors, and marketing partners to troubleshoot technical issues, implement digital improvements, and coordinate the delivery of marketing initiatives.

Marketing & Content Strategist, Kijiji Canada - Toronto, ON
January 2025 - December 2025 (Contract)

- Developed marketing strategies for Kijiji Canada, using audience research and marketplace insights to create campaigns targeting newcomers and local Canadian consumers.
- Created social media content for Facebook, Instagram, and LinkedIn to promote Kijiji's services, increase brand awareness, and connect with different audiences.
- Developed the creative direction and messaging for a newcomer campaign, positioning Kijiji as an affordable marketplace to help people settling in Canada find furniture, jobs, services, and other essentials.
- Designed marketing materials, including postcards, brochures, digital banners, and landing page graphics to support campaigns across print and digital channels.
- Created digital advertising concepts encouraging Canadians to buy and sell locally, highlighting Canadian pride, community support, and affordability.
- Produced short-form videos and Instagram Reels to introduce new platform features that help users compare prices, explore neighbourhoods, and make more informed buying decisions.
- Developed website messaging and landing page content to communicate Kijiji's benefits, improve the user experience, and encourage engagement.

Digital Marketing and Fundraising, Evergreen Hospice - Markham, ON
January 2025 - April 2025 (Contract)

- Developed promotional content for social media, leveraging in-depth audience research and competitor analysis to inform strategy, resulting in a 362% increase in reach and an 8% engagement boost.
- Managed website optimization and flow, enhancing donor engagement strategies and expanding outreach efforts.
- Developed and managed social media platforms, streamlining communications across Facebook, Instagram, and LinkedIn.
- Increased Facebook views by 18% and boosted content interactions by 45% through strategic content planning.
- Designed program brochures for company-wide direct mail distribution, supporting outreach and awareness initiatives.
- Managed key donor and political relations, overseeing the creation of impact reports, donor stewardship materials, and communications with local MPPs and the Mayor's office.
- Designed and launched email campaigns using Constant Contact, achieving a 44% open rate.
- Developed and launched a direct mail campaign and donor marketing strategy to enhance fundraising efforts.
- Oversaw grant writing initiatives and led the grant writing committee to secure funding opportunities.

Graphic Designer, Paprika Theatre Festival - Toronto, ON
April 2023 - May 2023 (Contract)

- Designed social media and web assets, contributing to a 47% increase in donations and higher event attendance.
- Developed a style guide to ensure cohesive branding across platforms.
- Optimized digital assets for web and mobile, enhancing user experience and loading speeds.
- Managed multiple marketing initiatives, maintaining alignment through clear communication and timely delivery of materials.

Visual Marketing & Merchandising Manager, Roots - Toronto, ON
September 2022 - February 2023

- Analyzed consumer behaviour data to optimize the customer journey and inform visually engaging merchandising strategies.
- Developed data-driven displays and layouts that enhanced customer experience and drove conversions by 10%.
- Designed mock-ups and visual concepts that aligned with brand identity and business objectives.
- Recognized for top-performing visual strategies and featured in the District Communication Package for achieving best in visual and KPI performance.
- Collaborated with stakeholders to align visual strategies with business objectives and campaigns.

Asst. Marketing-Focused Visual Merchandiser, Club Monaco - Toronto, ON
October 2018 - April 2020

- Monitored budgets to ensure efficient use of resources in merchandising strategies.
- Used consumer insights and trend analysis to drive sales and optimize visual merchandising layouts.
- Collaborated with managers and stakeholders to align visual displays with business objectives and campaigns.
- Partnered with brands like The Ordinary and CTV to enhance visibility and engagement.
- Led a team in executing monthly merchandising updates, ensuring creativity and consistency.
- Applied design principles to create cohesive and visually engaging displays, boosting customer engagement and conversions by 13%.

Volunteer

Digital Marketing Consultant, Toronto East Residents for Renewable Energy - Toronto, ON
March 2025 - Present

- Provide marketing strategy support and consulting to amplify the organization's sustainability initiatives.
- Create ad hoc digital content for social media, newsletters, and community engagement.
- Offer recommendations on branding and outreach strategies to increase local visibility and participation.

Educational History

- George Brown College Marketing Management, Digital Media Program (Postgraduate) - Toronto, ON - April 2025.
- Google Digital Marketing & E-commerce Professional Certificate - March 2024.

Achievements

- Honour Roll: 3.73 GPA.
- Featured in the District Branding Strategy: Roots for Visual Branding.