

# Taher Ksibi

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## SUMMARY

Creative and analytical marketer with hands-on experience managing content, ads, and strategy for a consumer brand. Proficient in Photoshop-based ad design, Meta Ads optimization, and email copywriting. Strong grasp of digital culture and trends, with hands-on familiarity across TikTok, X, Reddit, YouTube, and Instagram. Portfolio available showcasing product and campaign visuals.

## DESIGN & AD PORTFOLIO

[taherksibi.com](http://taherksibi.com)

## EDUCATION

University of Toronto - Mississauga

*Bachelor of Commerce: Specialist: Finance Major: Economics*

Mississauga, ON

*Class of 2024*

## PROFESSIONAL EXPERIENCE

### Ecommerce Manager

Mississauga, ON

Echo94

*September 2021 – September 2024*

- Managed end-to-end marketing strategy, content creation, and campaign execution for a growing DTC apparel brand.
- Built and executed social media and email marketing campaigns across Instagram, TikTok, and Shopify, growing a new clothing brand to 5-figure revenue.
- Wrote original copy for emails and social posts, aligning content with brand voice and campaign goals.
- Improved ROAS by 35% and reduced CAC by 25% through A/B testing and data-informed targeting on Meta Ads.
- Designed product ads and seasonal visuals in Adobe Photoshop, increasing Instagram engagement and follower count from 0 to 1,000+.
- Increased site conversion rate by 25% and repeat purchases by 15% using email automation (Omnisend) and UX optimization.
- Analyzed performance metrics (CTR, CPC, bounce rate) to refine content and ad strategies, adjusting for audience behavior and seasonal trends.

### Accounting Researcher

Mississauga, ON

University of Toronto

*September 2022 – May 2023*

- Interpreted accounting disclosures and ESG reports to classify CSR activity intensity across S&P 500 firms.
- Collaborated with a professor to formulate a thesis on executive leadership's influence on CSR outcomes.
- Co-authored research summary used in departmental seminars on behavioral finance and governance trends.
- Conducted statistical regression analysis in STATA to test hypothesis-driven models, validating significance of leadership traits on CSR expenditures.

### Investment Analyst

Mississauga, ON

UTM Capital

*September 2021 – May 2022*

- Delivered stock pitch presentations for a student-run investment fund, focusing on equity valuation.
- Conducted in-depth equity research and valuation on publicly traded companies using DCF models.
- Built dynamic financial models in Excel to forecast revenues, margins, and cash flows under various economic scenarios.
- Monitored macroeconomic indicators and sector performance to identify industry tailwinds and risk factors impacting valuation assumptions.

## SKILLS

**Platforms:** Instagram, TikTok, YouTube, Reddit, X (Twitter), LinkedIn (familiar with culture, usage, and trends)

**Tools:** Meta Ads Manager, Omnisend, Shopify, Adobe Photoshop, Adobe Premiere Pro, Canva, Excel, Sprout Social (familiar)

**Core Skills:** Social Media Management, Paid Social Strategy, Copywriting, Campaign Design, Visual Branding, Trend Analysis, ROI Optimization, Email/SMS Marketing (Postscripts/Omnisend), Social Content Planning

## LEADERSHIP EXPERIENCE

### Event Planner

Mississauga, ON

UTM MSA (Muslim Students Association)

*September 2021 – May 2023*

- Organized and led multiple online networking events, attracting over 50 participants and increasing membership by 30%.
- Coordinated weekly strategy meetings with executive teams to enhance community engagement and event outreach.