

Work with Me

@HabibaGhazal

PORTFOLIO

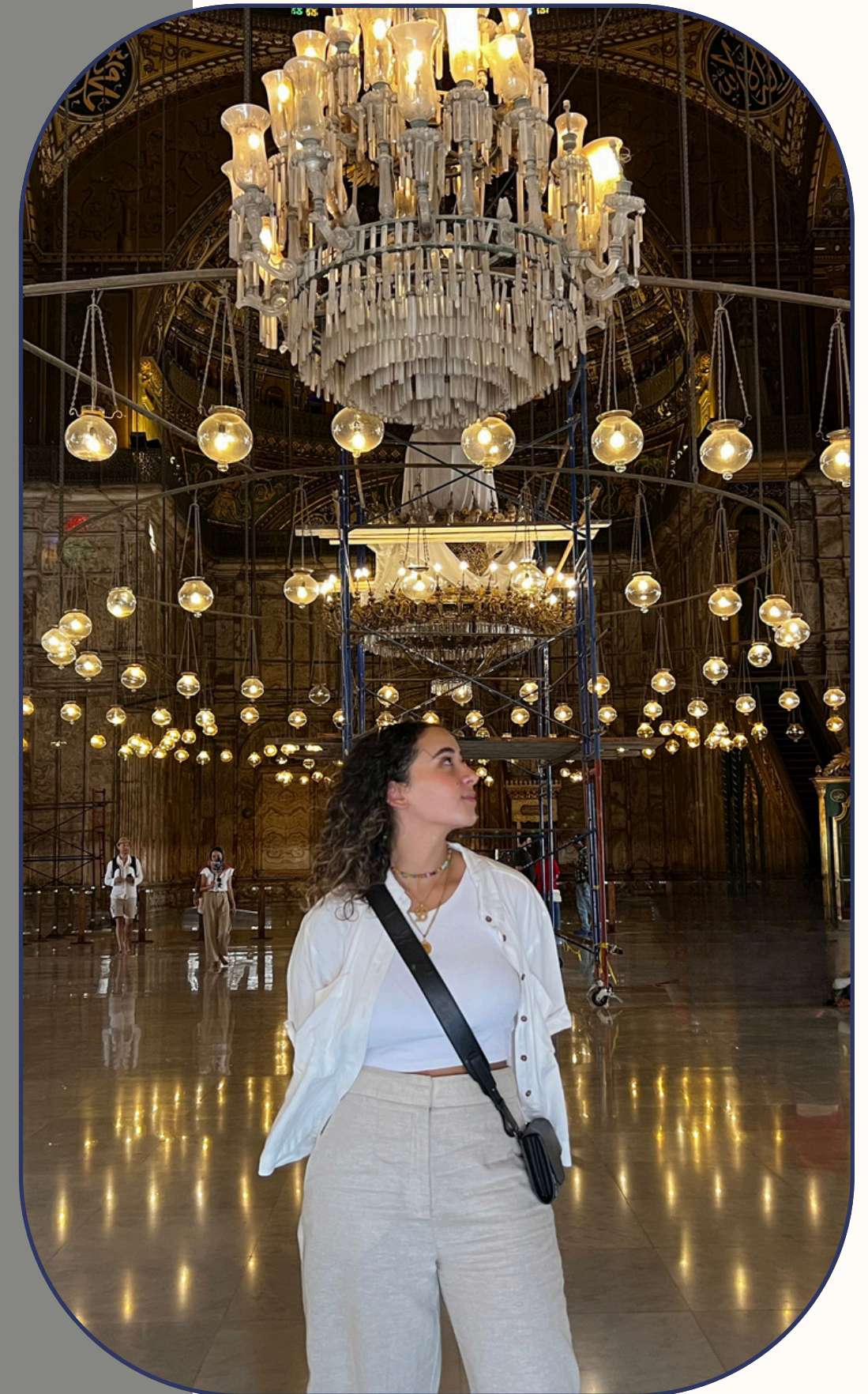
Digital marketing specialist
Present by **Habiba Ghazal**



ABOUT ME

I'm Habiba Youssef a Digital Marketing Specialist passionate about crafting personalized strategies and content that elevate brands and drives results. With over 7 years of experience in copywriting, social media, graphic design, and project management I understand the importance of a brand's first impression and the value of a well tailored plan.

With a diverse portfolio spanning industries such as beauty, health, small business, nonprofit and agencies, I thrive to adapting to each client's unique needs and vision to transform their digital presence to meet their goals.



My skills

From social media management and content creation to analytics and campaign execution, I am equipped to adapt to any brand's needs and objectives.

I am familiar with working in fast-paced environment, multitasking, and excel at determining strategies to maximize impact. Whether it's building a brand or optimizing existing digital channels for better performance, I am excellent to adapt.

social media analytics

Canva

Copywriting

Adobe Photoshop

Email marketing

Microsoft Office

social media management

Graphic design

Meta Business Suite

content creation

campaign management

MY APPROACH

I believe in a customized strategy approach for every campaign or project. My process starts with a discovery call to understand each client's unique business goals, followed by research and data driven strategies with a flexible execution plan.

MY SPECIALTIES



Social media strategy & management



Content creation & campaign management



Analytics tracking & reporting



Consultation & graphic design



Non-profit & agency sector

EXPERIENCE

Assemblée des communautés francophone de l'Ontario | 2020-2022

Compiled weekly social media engagement reports to improve content strategy by 25% and contributed to branding and advertising concepts, increasing audience reach by 15%. Managed administrative tasks to streamline workflows and reduce project turnaround time by 20%, while fostering collaboration and innovation through team efforts to enhance project outcomes.

Canadian Film Center | 2022-2023

Created engaging blogs, managed social media content, and provided event photography to showcase the success of programs and events. My contributions highlighted the creative achievements of the center, strengthening their digital presence and community engagement.



EXPERIENCE

Social Staple Inc | 2023-Present

I spearheaded social media content strategies, designed and set up advertisements, and worked on graphic design for campaigns across industries. My work focused on delivering impactful content and visuals to enhance client engagement and brand growth.

Cystic Fibrosis Canada | 2023- 2025

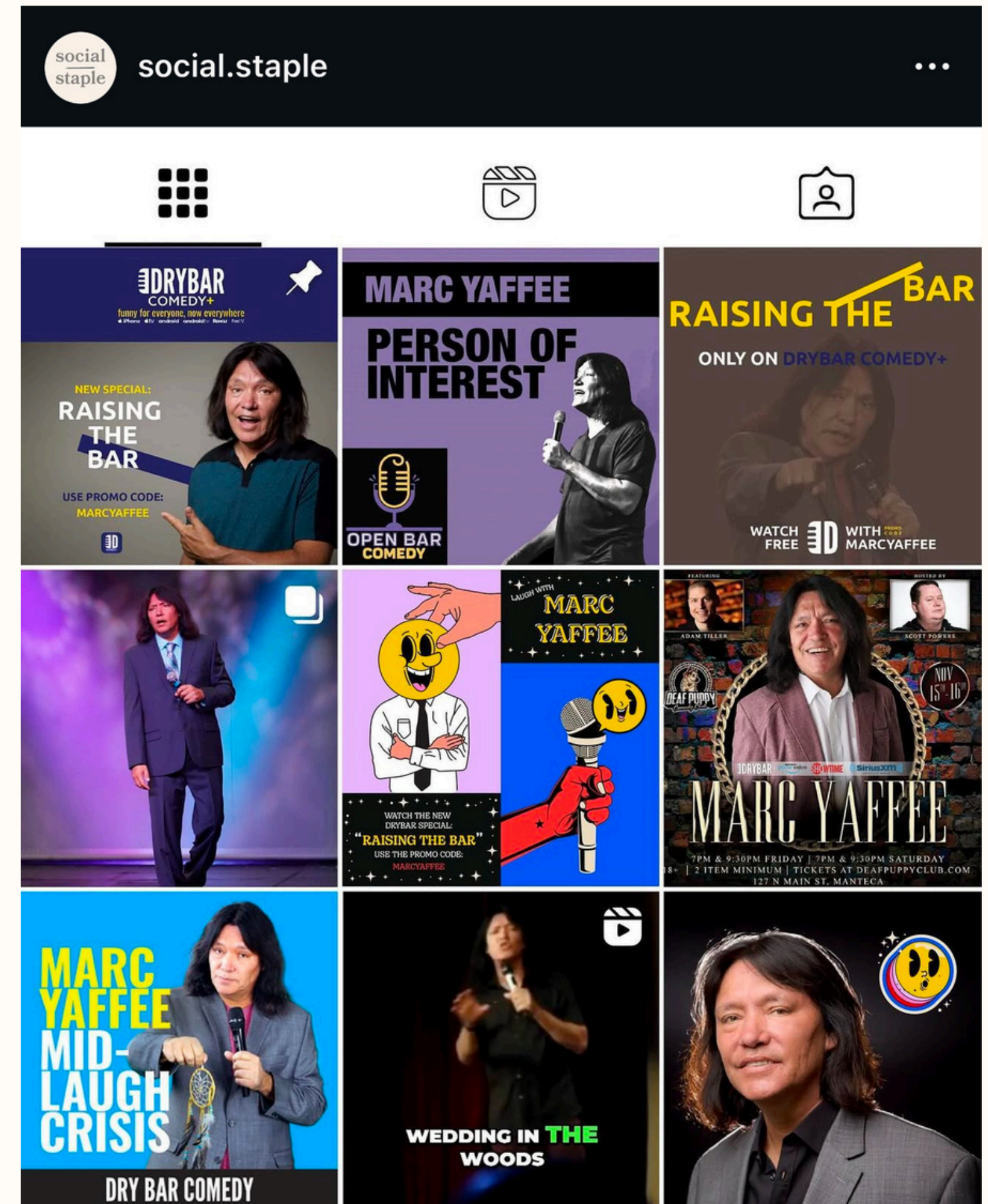
Led social media strategy for campaigns and managed email marketing for the Elevate program in both French and English. In addition to crafting bilingual blogs and SMS content, I developed comprehensive strategies to drive campaign success, amplify awareness, and connect with diverse audiences.



Showcasing my work

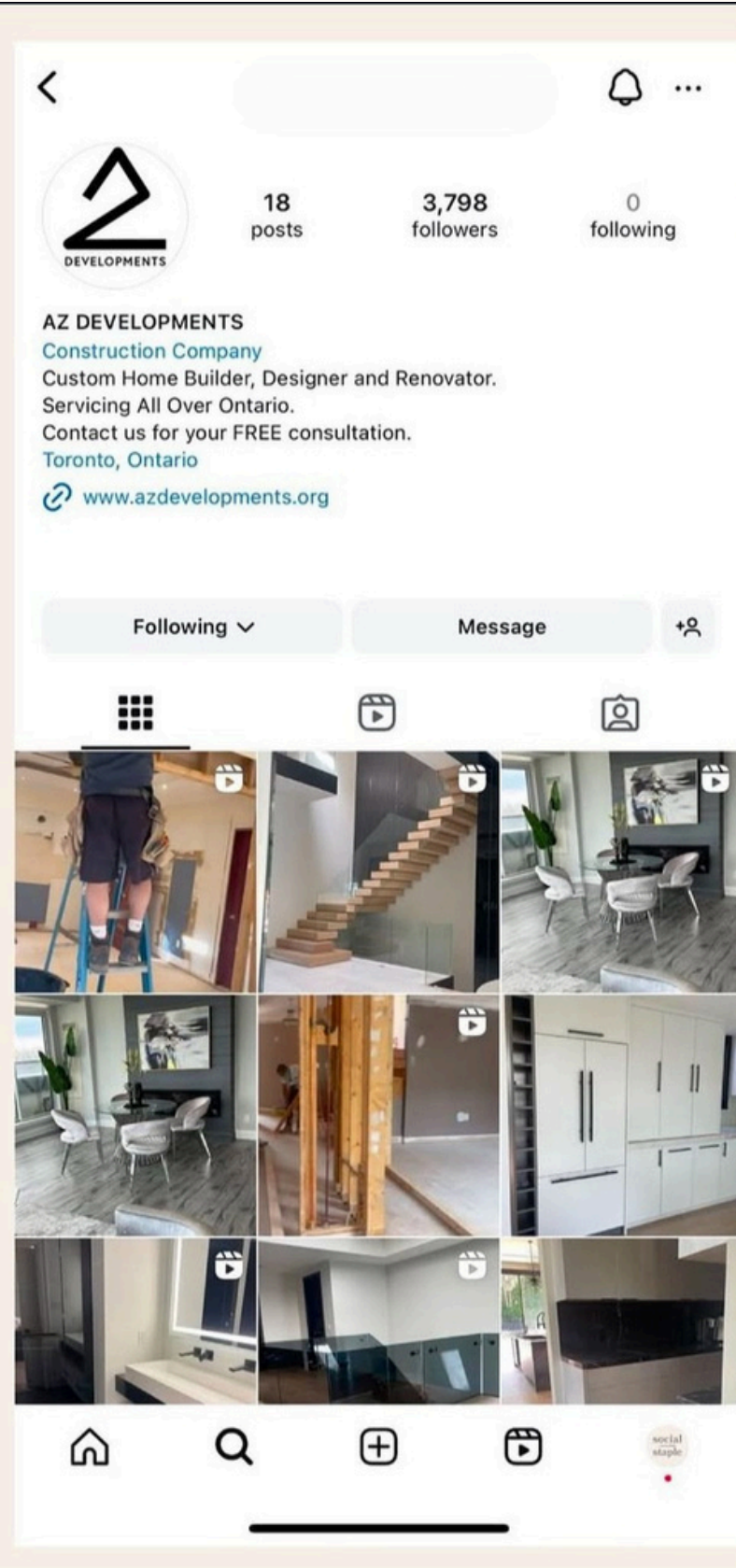
I specialize in crafting and optimizing social media strategies to better engage audiences, enhance performance, and drive measurable results. By analyzing audience behaviour and platform insights, I design tailored content strategies that resonate with specific demographics.

I focus on optimizing social media feeds through consistent branding, strategic content pillars, and a mix of engaging formats like UGC videos, interactive posts, and stories

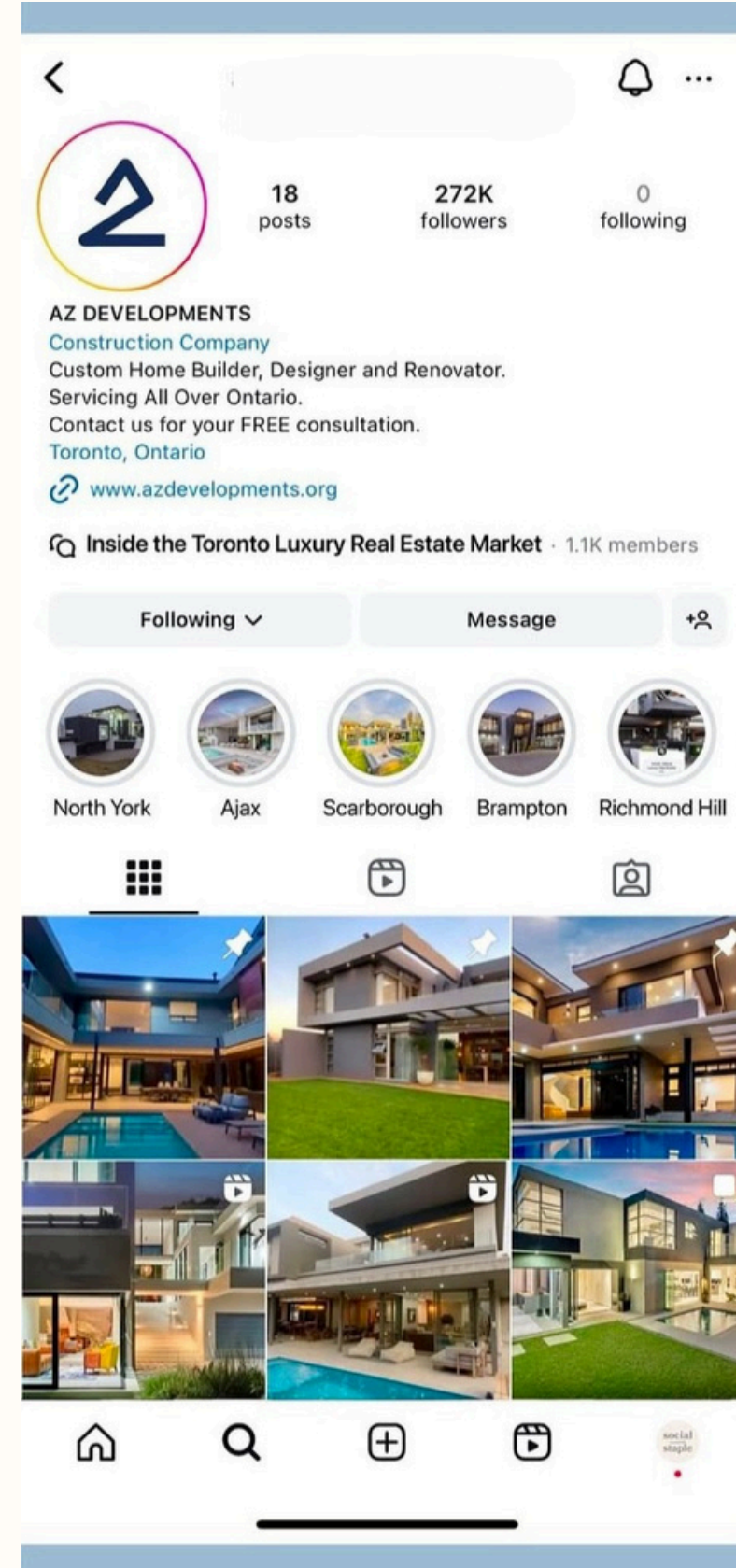


Showcasing my work

BEFORE



AFTER



Showcasing my work

I have extensive experience in crafting compelling blog content tailored to various audiences. My work includes storytelling blogs written from a third-person perspective for Cystic Fibrosis Canada campaigns, delivered in both French and English to reach diverse communities. I’ve also created event recaps and sponsor recognition blogs for the Canadian Film Centre, showcasing the success and impact of in-person events.

My expertise spans email campaigns, social media copy, SMS messaging for campaigns, and daily social media posts, ensuring consistent and engaging communication across platforms.

A STORY OF HOPE: A TRIBUTE TO JEAN-SÉBASTIEN



[CYSTIC FIBROSIS CANADA](#) / [STORIES](#)

MAY 23, 2024

My name is Pier-Olivier Cabana, and I am honoured to share our story with you, the story of me and my friends and our precious Jean-Sébastien. Our group is united by an everlasting friendship and a shared memory: the story of an extraordinary man named Jean-Sébastien.

Jean-Sébastien, or JS as we called him, was much more than a friend. He was a beacon of light in our lives, a sharp mind and a generous soul. His intelligence, sense of humour and strength inspired us every day. We have sweet memories of his passionate debates, contagious laughter and ability to bring us together in any circumstance.

It was with heavy hearts that we learned that Jean-Sébastien had cystic fibrosis. It felt wrong to see such a good and generous person have to deal with such a

L'HISTOIRE D'ESPOIR: UN HOMMAGE À JEAN-SÉBASTIEN



[FIBROSE KYSTIQUE CANADA](#) /

[HISTOIRES](#)
[TÉMOIGNAGES](#)

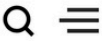
MAY 23, 2024

Je suis Pier-Olivier Cabana, et je suis honoré de partager notre histoire avec vous, la mienne et celle de mes amis, et de notre précieux Jean-Sébastien. Notre groupe est uni par une amitié indéfectible et un souvenir commun : celui d'un homme extraordinaire, Jean-Sébastien.

Jean-Sébastien, ou JS comme nous l'appelions, était bien plus qu'un ami. Il était un phare de lumière dans nos vies, un esprit vif et une âme généreuse. Son intelligence, son humour et sa force nous inspiraient chaque jour. Nous nous rappelons avec tendresse ses débats passionnés, ses rires contagieux et sa capacité à nous unir, peu importe les circonstances.

Lorsque nous avons appris que Jean-Sébastien était atteint de fibrose kystique, nos cœurs se sont serrés. L'injustice de voir quelqu'un d'aussi bon et généreux

CFC Canadian Film Centre



CFC Celebrates Latest Cohorts of Creative Talent with Back-to-Back Industry Showcases

Posted: Jan 31, 2023

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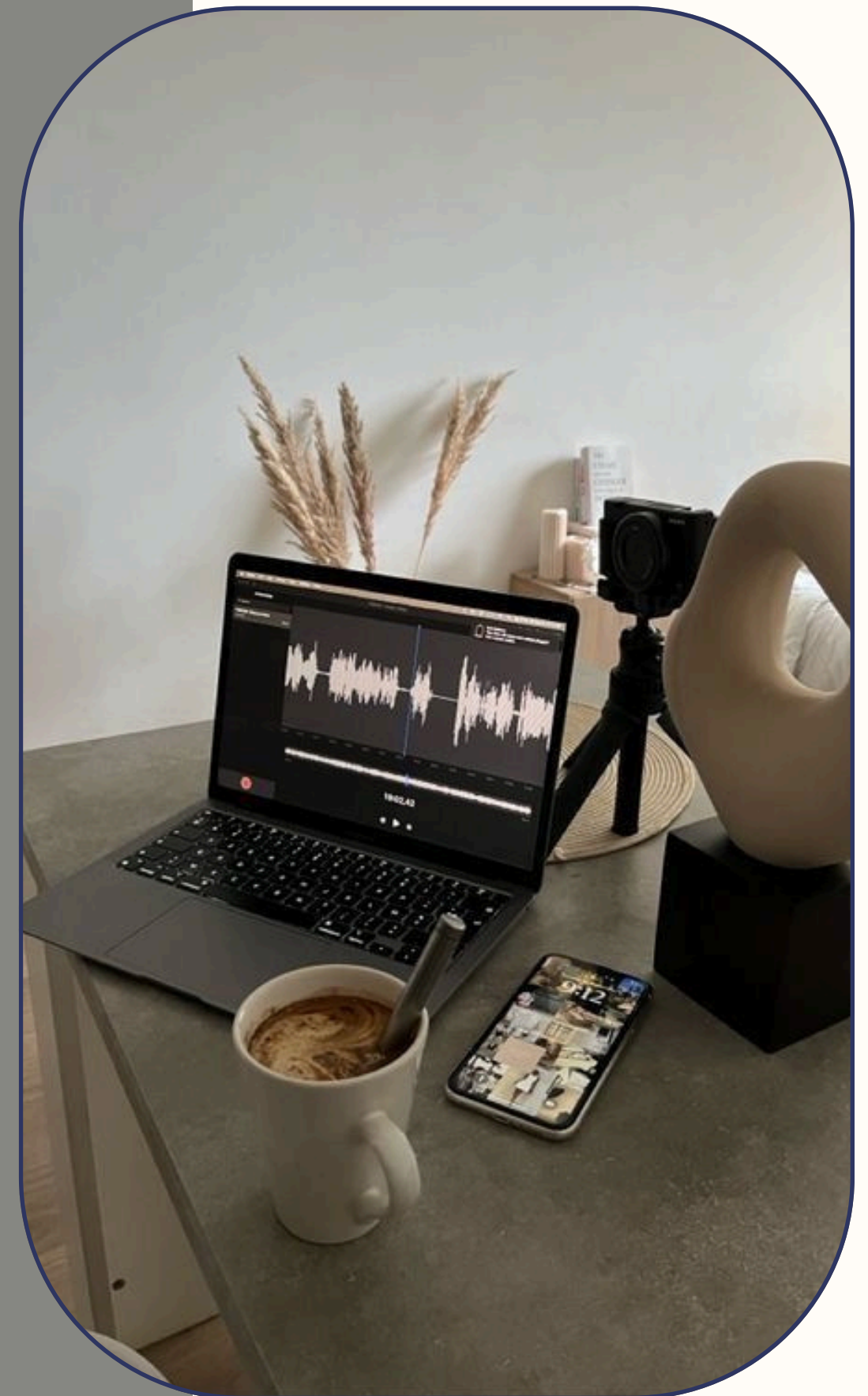


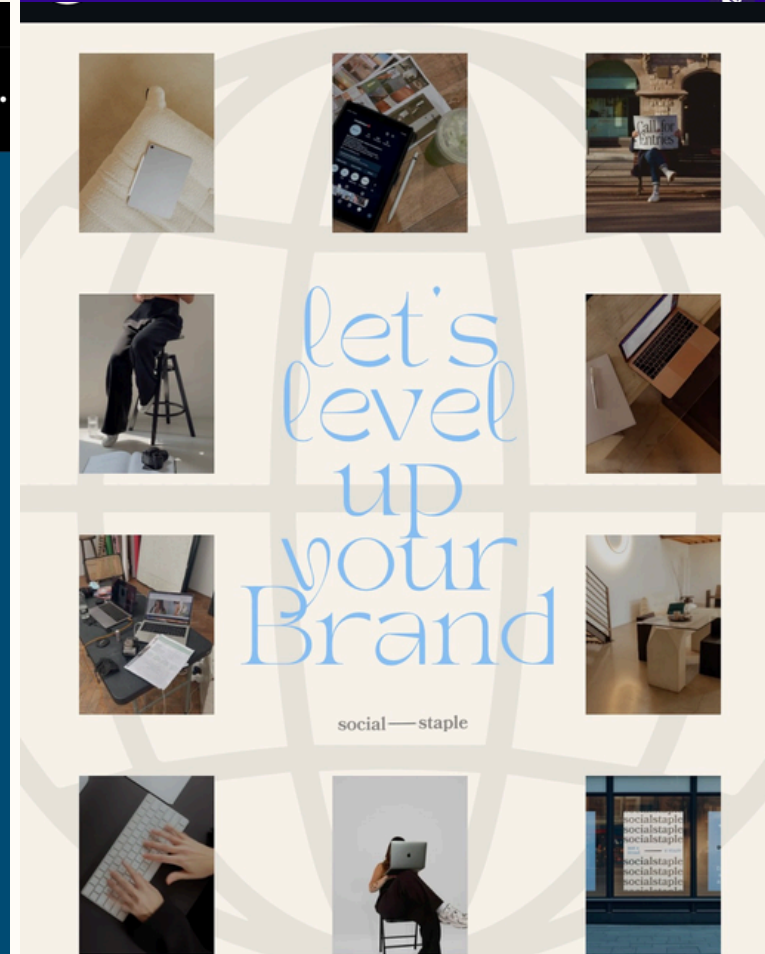
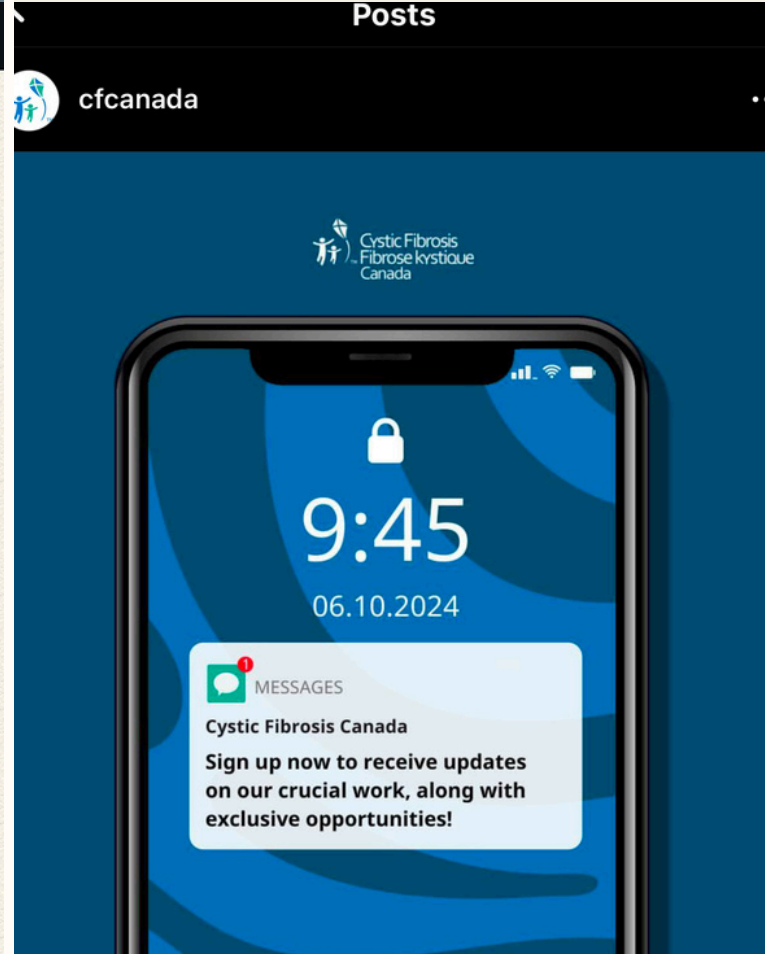
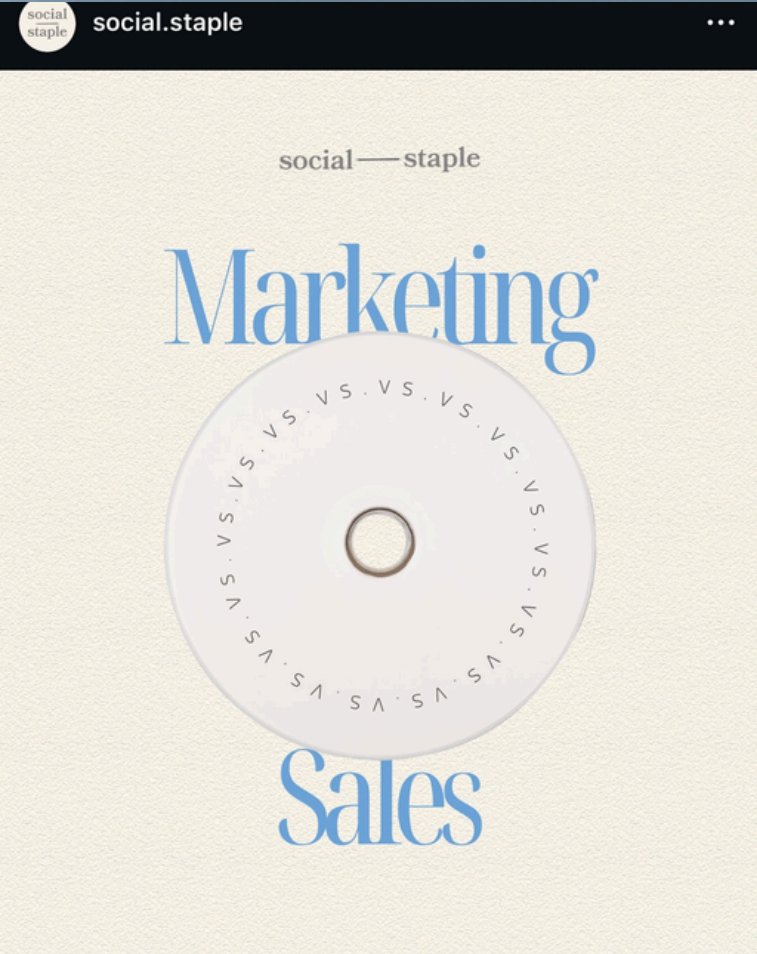
Showcasing my work

Created and edited engaging video content in both French and English, including voiceovers, to cater to diverse audiences. Produced user-generated content (UGC) videos featuring myself, optimized in various formats and sizes for different platforms. Ensured high-quality storytelling and visuals to maximize audience engagement and deliver impactful messages.

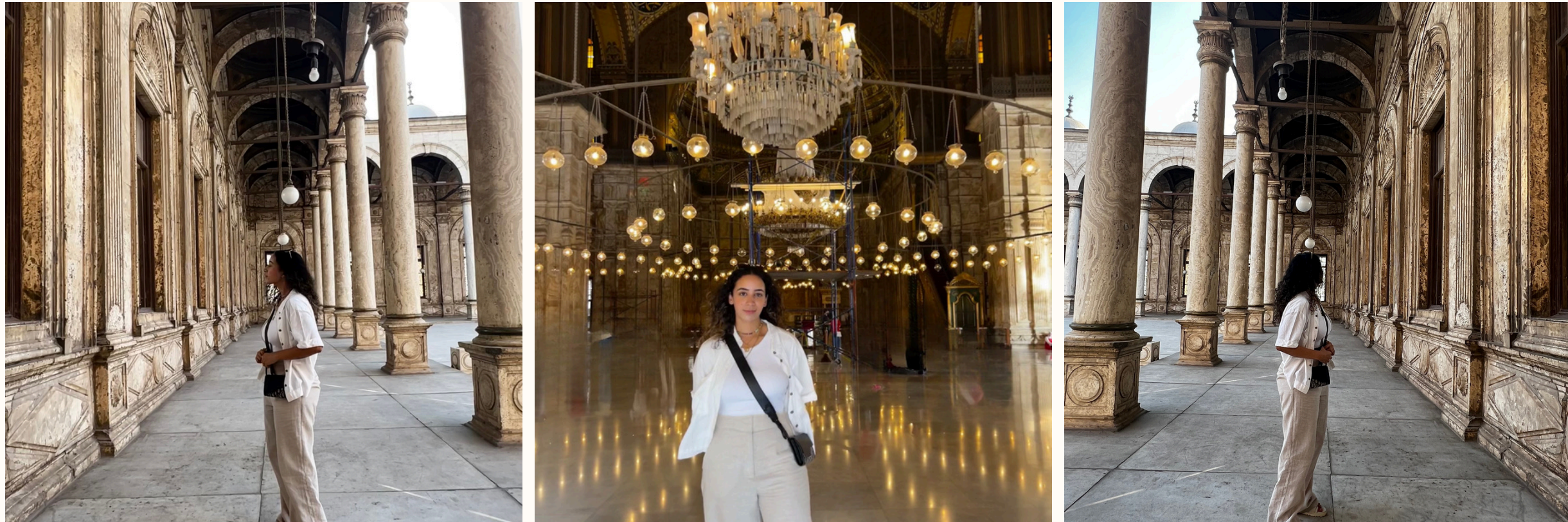
Press the link below to view some of my projects:

[My Video Portfolio](#)





Let's work together



Personal Contact

647-510-4703