

BIRUKTAWIT EMBIALE

Calgary, AB

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PROFESSIONAL SUMMARY

Enthusiastic and detail-oriented administrative assistant with a background in computer science and two years of experience in social media management. Proficient in MS Office Suite, Canva, Adobe Photoshop, WordPress, and web development technologies. Strong communication, organizational, and time management skills, coupled with a passion for optimizing strategies and campaigns.

SUMMARY OF QUALIFICATIONS AND SKILLS

- Proficient with MS word, MS PowerPoint, MS Excel and Outlook
- Proficient with Canva, Adobe Photoshop, WordPress
- Excellent with Web development Html, CSS, JavaScript
- Excellent communication and interpersonal skills and customer service
- Strong organizational, time management, and administrative abilities

PROFESSIONAL EXPERIENCE

Social Media Marketer – Volunteer

Jan 2024 – ongoing

Calgary Chinese Elderly Citizens Association, Calgary, Canada

- Plan and execute a social media strategy aligned with organizational goals.
- Engage with followers, address inquiries, and foster community interaction.
- Create and curate engaging contents, including visuals, videos and written posts, four times a week.

Social Media Manager

Aug 2021 – Jul 2023

Tena Diet and Meal Plan, AB, Ethiopia

- Successfully managed and grew social media presence, cultivating a dedicated following of 7,000 followers.
- Achieved a significant impact on customer acquisition, bringing in over 500 new customers through strategic social media campaigns.
- Directed the expansion of the SMS subscriber list, amassing 1,000 contacts for targeted marketing outreach.
- Strategically developed and distributed downloadable PDF marketing materials, fostering engagement and providing valuable resources to the audience

Office Assistant

Aug 2019 – Jun 2021

TAY Chartered Accountants and Auditors, AB, Ethiopia

- Coordinated daily office operations with precision to ensure optimal workflow and efficiency.

- Organized incoming correspondence, responding promptly to emails and calls within a 24-hour turnaround time.
- Used MS Office Suite to implement a refined filing system and conduct routine data entry tasks, ensuring accuracy and consistency on a weekly and monthly basis.

EDUCATION AND PROFESSIONAL DEVELOPMENT

Fast Track Training – Administrative Support Skills **2024**
 Calgary Immigrant Women’s Association, Calgary

- Canadian workplace culture, business writing, minutes, travel, claims, customer service, MS Office, Adobe Acrobat, and Power BI

University of the People, Pasadena California, US **2024**
 Bachelor of Science in Computer Science

Birhan Ena Selam Printing Enterprise, Addis Ababa, Ethiopia **2019**
 Certificate in Graphics Design