

Burhan Ezzy

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BASc Mechanical Engineering @ University of Waterloo — 2019 - 2024

Digital marketer with 6+ years of experience in copywriting, strategic campaign planning, SEO, content creation, graphic design, landing page development, branding, email marketing & social media marketing.

Autodesk [↗](#) Partnerships Marketing Specialist — Jan 2023 to Apr 2024 — Remote

- [Made an eBook](#) [↗](#) — managed it from conceptualization to execution — Copy, messaging, layout, visual & graphic design, branding — Conducted 29 Stakeholder review cycles — Led market activation
- Initiated & led the Strategic Partner Newsletter (Partners include Esri, Eptura, & Schneider Electric) — It fostered transparency & collaboration amongst Autodesk, internal stakeholders, & strategic partners [INTERNAL].
- [Designed a landing page](#) [↗](#) to highlight the AEC strategic partners at [AU2023](#) [↗](#)
- [Made an FAQ section](#) [↗](#) for the Autodesk-Esri Partner landing page to raise user engagement & deliver crucial information. Performed SEO research for relevant questions & produced informative answers.
- Facilitated the stakeholder review process for the [IFMA Survey Research Report](#) [↗](#) — refined content through communication between the vendor & stakeholders
- Marketing initiatives also included blog writing, copywriting, & creating landing pages

Mercku [↗](#) Marketing Specialist — Sep to Dec 2021 — Hybrid in Toronto, ON

- Wrote blogs & whitepapers on technical content, & SEO optimized them — The intent was to guide customers through the buyer's journey & showcase our solutions
- Analyzed Google Search Console for clicks, impressions, click-through rate CTR, average position, data on top-performing queries, pages, & devices
- Analyzed Google Analytics for bounce rate, average session duration, & pageviews segmented by demographics, geography, & traffic sources
- Reviewed design & copy for SEO & conversion rate optimization CRO — Feedback used for creating a newly revised user-centric site
- Created Whitepapers for M6, M6a, & M2 Queen Products
- Did medical data research to reinforce the relevancy of WiFi intelligence sensing

GoFleet [↗](#) Marketing Copywriter — Jan to May 2021 — In person in Mississauga, ON

- Wrote blogs & whitepapers on technical content, & SEO optimized them — The intent was to position GoFleet as an industry thought leader.
- Reviewed website layout to better communicate customer pain points & industry best practices.
- Streamlined blog writing workflow to reduce the execution time of an article from 2 weeks to 1 week.

DOZR [↗](#) Product Support Engineering — May to Sep 2022 — Hybrid in Waterloo, ON

- Worked as part of DevOps front line — addressed technical challenges, troubleshoot & enhanced platform performance, collaborating closely with development & operations teams to ensure system stability & reliability
- Proactively implemented measures to prevent technical disruptions to optimize platform efficiency
- Worked with MongoDB NoSQL databases, managing data, & querying, as part of the troubleshooting process
- Did user testing, verifying platform compatibility & functionality during weekly updates — Identified & resolved issues before they reached the end-user

Software: WordPress — Inkscape — Canva — Proze Newsletter — Quick Sprout — MailChimp — Tableau — Microsoft Office Suite — Google Search Console — Google Adwords — Google Analytics — SEO tools/ SEO plugins — Airtable — Adobe Acrobat