

MAGDA AYUK

Montreal, Quebec ♦ erockfor@gmail.com

PROFESSIONAL SUMMARY

- Marketing Specialist creating the product positioning, social marketing strategy and go-to-market strategy for B2C companies that sell digital products and services
- (English to French/French to English) Translator with 13 years of experience in mobile, educational services, beauty, automotive and medical industries
- Social Media Manager of brands with an audience of 1 Million +
- Content Creator on platforms, such as Instagram, Twitter, Facebook, Reddit, Pinterest, TikTok and YouTube

SKILLS

- Social media
- SEO
- G Suite
- White papers
- Technical writing
- Ad copy
- E-learning content creation
- Translation
- Content creation
- Copywriting
- Creative writing
- Press release
- Canvas
- Editing
- French fluency
- Basic Spanish
- Adobe Creative Suite
- Wordpress
- Marketing strategies
- Project management
- UX writing
- Journalism
- Researching
- Teaching
- Jira
- Technical Research
- Team management
- MS Office

WORK HISTORY

Social Media Manager, 02/2021 to 06/2023

Seedbox - Montreal, Quebec

- Researched, planned and executed the social media strategy
- Headed the social aspect of six-figure sales campaigns

- Worked closely with the Product Marketing Manager to leverage the Influencer program as a primary focus for social initiatives
- Maintained a posting schedule and created cross-platform-specific shareable content, including text posts, videos, and graphics
- Wrote SEO-optimized blog posts, and edited and refreshed content
- Optimized asset creation and storing, and shared content with models
- Prepared project plans and pitched new ideas to team
- Built and strengthened brand presence for internal brands
- Developed strategies to grow communities on social platforms, including Facebook, Twitter, YouTube, and Instagram
- Managed a community of over 1 million followers
- Increased Instagram reach to 3 million monthly accounts
- Conducted Market Research and Competition Research
- Gathered information via data analysis, customer feedback (surveys, forums/comments section, focus groups, etc) and via other teams' findings to maintain a well-rounded perspective on the market
- Participated in reporting and Data Sharing sessions to share findings and results
- Actively participated in product launch marketing plans
- Created contests, campaigns and promotions to grow social media reach and followers

Content Marketer/Technical Writer/Technical Translator, 08/2016 to 10/2020
Self-employed

- Created content strategies for social media influencers
- Developed detailed buyer personas
- Maximized strategic approaches by keeping close eye on performance and making appropriate adjustments
- Drafted media pitches
- Wrote content—including landing pages, social media ads and blog posts—for all stages of the buyer's journey to spike sales
- Optimized web-based content for SEO
- Communicated effectively with clients to establish scope and requirements of translation, following up after submission of work to confirm satisfaction and understanding
- Translated e-commerce and technical content from French to English and English to French, and edit web site copy in the fields of fashion, wellness, travel and technology
- Consulted specialized dictionaries, thesauruses and reference books to identify closest equivalents for nuanced terminology, words and phrases
- Authored long-form content, including user guides, ebooks and white papers

Online English Teacher, 03/2019 to present
Self-employed

- Teach a group of 12 elderly learners
- Select engaging articles for discussion

Marketing & Communications Professor, 03/2019 to 05/2019
Chosun Media – Seoul, South Korea

- Built a course from scratch for university students to prepare them for their entry into the UK educational system
- Probed, encouraged and facilitated class discussions by building discussions into lessons, asking open-ended questions and using techniques to track student participation and actively solicit input
- Shifted between informal and formal methods of teaching to create multi-layered web of learning, incorporating experiments, practical activities, discussions and projects into lessons
- Graded quizzes, tests, homework and projects to provide students with timely academic progress information and feedback

English Teacher, 08/2015 to 08/2016
CDSJ5 – Macau

- Prepared comprehensive English curriculum for 300 students across three grade levels, integrating games and team work into the lesson in order to meet objectives
- Boosted the students' communications skills through one-on-one assessments and role-play activities
- Led an after-school theatre elective and worked towards improving the children's diction
- Completed additional training on phonetic instruction to maintain professional growth

English Teacher, 08/2014 to 08/2015
Chungdahm April Institute – Seoul, South Korea

- Taught creative writing to ten groups of students per semester
- Prepared and implemented lesson plans covering required course topics
- Adapted lesson plans and curricula to student interests, increasing class average and student engagement
- Co-wrote plays with students
- Received the Best Director award

Project Manager/Technical Translator, 01/2013 to 05/2015
Ayuk Translations – Montreal, Quebec

- Acquired clients and gathered project requirements
- Communicated project plans and progress to key stakeholders

- Built and managed a geographically dispersed team, and assigned projects and deadlines
- Maintained strict budgetary control on translation projects
- Implemented digital and offline marketing strategies, such as the creation of a meetup group for Montreal Entrepreneurs that now boasts 464 members
- Created results-driven tech ad copy for clients in the target language of their choice (while abiding by their glossary of terms).
- Translated car user guides
- Translated white papers on second-screen technology
- Compiled specialized terms into glossaries and terminology databases to be used in translations

Technical Translator, 07/2011 to 08/2014

Edu-performance – Montreal, Quebec

- Translated e-courses in the fields of health, renovation and radiation protection from French to English
- Translated commercial product user guides
- Researched specialized terms in order to render them correctly
- Used translation memory software (Trados) to verify consistency of translation within documents and improve efficiency
- Conferred with subject matter experts and other colleagues to establish precise understanding of specialized concepts and translate appropriately

Assistant Editor/Copywriter/Translator/Journalist, 06/2011 to 12/2011

Top Franchise MS – Montreal, Quebec

- Interviewed franchise owners and franchisors, and wrote articles and editor's notes
- Created and managed SEO-optimized English and French content for print and web publication, translated company websites, and social media posts from English to French and French to English.
- Collaborated with graphic designers to create measurably effective ads for Top Franchise MS and our clients, and attended business events to generate awareness of our publications.
- Reviewed each piece for grammar, spelling, punctuation, syntax, accuracy and compliance with quality standards.
- Translated ecommerce content for clothing companies, restaurants and graphic design companies.
- Slashed business expenses by taking on four roles in the company and increased ad space sales.

Writer/Manager of the Women Making History Feature, 01/2009 to 01/2011

M.I.S.S. – San Francisco, California

- Wrote SEO-optimized weekly posts on topics of my choice (fashion, beauty, current affairs, music, personal experiences) for publication on the web

- Drafted interview questions for the Women Making History series and interviewed featured guests
- Assigned graphic designers to pieces

Copy Editor, 05/2007 to 09/2007

Community Contact – Montreal, Quebec

- Reviewed and edited content for correct grammar and style
- Interviewed artists, reviewed CDs and covered topics pertaining to the Montreal Black community

Voices Editor, 01/2006 to 05/2007

The Plant – Montreal, Quebec

- Designed page layouts using Quark, created headlines, subheads and photo captions, edited stories, pitched story ideas and signed off on completed pages prior to going to print
- Wrote a weekly column that quickly became a fan favorite
- Monitored breaking news for information on incidents, events and topics of interest to quickly assign coverage to staff

EDUCATION

Graduate Diploma: Translation, 05/2013

Concordia University - Montreal, Quebec

Bachelor: English, Spanish, 05/2010

Concordia University - Montreal, Quebec

DEC: Cinema and Communications, 05/2007

Dawson College - Montreal, Quebec

THRASS Certificate: 10/2015

The THRASS Institute

200-hour TEFL Certificate, 10/2014

International TEFL Academy