

MARYAM MASAELI

[LinkedIn](#)

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Summary of Qualifications

- Proven skills in outreach, marketing, communication, coordination, and contract development
- Director and Board Secretary at Collective Interchange Co-operative
- Board member at Inclusive Horizons Centre
- Over 3 years of experience working and volunteering in the non-profit sector
- Proven ability to multi-task, and meet deadlines for high priority tasks
- Ability to work effectively with diverse personalities in a tactful, decisive, and resourceful manner

Education

- **MSc. in Employment Relations** (2022 - 2024)
Memorial University of Newfoundland, St. John's, NL
- **M.Sc. Degree in Human Resources Management** (2014 - 2016)
University of Tehran (Rank #1 in Iran), Faculty of Management, Tehran, Iran
Evaluated by World Education Services (WES), as equivalent to a two-year Canadian Master's degree
- **B.Sc. Degree in Industrial Management** (2008 - 2012)
University of Isfahan, Faculty of Economics and Administrative Sciences, Isfahan, Iran
Evaluated by World Education Services (WES), as equivalent to a four-year Canadian Bachelor's degree

Certificate and Courses

- **Certificate: EDI Training for Leaders and Board Members**
The Women's Economic Council, St. John's, NL
- **Certificate: Leadership Training for Equity Seeking Groups**
The Women's Economic Council, St. John's, NL
- **Course: Empowering Them: online community course about gender-based violence: in progress**
The St. John's Women's Centre, St. John's, NL

Work Experiences

Project Assistant, Inclusive Horizons Centre/Collective Interchange Co-operative, St. John's, NL
(April 2024 - July 2024) (September 2024 - Present)

- Provide expert moderation and technical back-end support to enhance participant engagement of women from equity-deserving groups on the Thinkific online learning platform
- Use platform analytics to refine content delivery and boost participation
- Support the implementation of communication strategy to promote diversity, equity, and inclusion best practices and develop resources to engage participants and increase capacity building with women and non-binary individuals from equity deserving groups
- Work in collaboration with partners to host an in-person/hybrid sessions in support of the development of the leadership and mentorship programs
- Manage social media channels by crafting engaging content and use data-driven insights to optimize content delivery and enhance user engagement

Project Outreach, Collective Interchange Co-operative, St. John's, NL

(April 2023 - April 2024)

- Implement and strengthen community engagement strategies
- Conduct focus groups, surveys, 1-1 interviews with clients, and documenting findings while identifying opportunities
- Promote programs and workshops offered by Collective Interchange and partner organizations to increase visibility and reach clients
- Foster and maintain relationships with existing and perspective partner organizations
- Coordinate the logistics of workshops and events, including scheduling, venue setup, and resource management
- Recruit, train, and coordinate volunteers, and lead communication team in digital content creation using tools such as Canva and Clipchamp,
- Lead social media strategy and manage channels

Online Tutor

(February 2022 - April 2023)

- Conduct online tutoring sessions in various subjects to students
- Design and provide individualised lessons and teaching methods to meet diverse learning needs of students

Dental Assistant, Summerville Dental, St. John's, NL

(June 2021 - December 2021)

- Provide professional assistance with clinical procedures
- Assist with front office tasks as needed
- Establish strong patient relationships while maintaining ethical professional behaviour

Customer Service, Best Buy, West Vancouver, BC

(December 2020 - May 2021)

- Provide excellent service to all customers
- Meet customer service targets each month
- Respond to customer questions in a friendly and professional manner

Customer Service representative, Sunyar Co., Isfahan, Iran

(September 2012 - September 2014) (November 2016 - October 2019)

- Expand the company's customer service team by recruiting customer service representatives
- Plan, schedule, and monitor team member contributions
- Resolve conflicts and address customer's concerns
- Review job descriptions and policies

Volunteer Experiences

Volunteer at Collective Interchange Co-operative, St. John's, NL

(January 2020 - April 2022)

- Create content for social media channels using Canva and Clipchamps
- Help with the coordination of in-person events and workshops

Volunteer at The Women's Economic Council, St. John's, NL

(June 2023 - April 2024)

- Create content and videos for Her Mentor project

Skills

- Microsoft Word
- Excel
- Outlook
- Google Workspace
- Eventbrite - Constant Contact
- Canva and Clipchamp

Other Skills:

- Excellent interpersonal and communication skills
- Fast learner, adept in working independently while excelling in collaborative team settings, with strong adaptability to changing workload priorities

References: available upon request
