

Mahdi Dialden

Marketing

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Dynamic Digital Marketing Manager & Strategist with over 5 years of experience driving growth for tech, non-profit, and entrepreneurial ventures. Proven track record of leading cross-functional teams and leveraging AI tools to scale content production. Expert in translating analytics into actionable SEO/SEM strategies that boost brand visibility and ROI. Dedicated leader committed to aligning creative storytelling with business objectives to generate qualified leads.

Skills

Digital Strategy: SEO/SEM, Google Analytics, KPI Tracking, A/B Testing, ROI Analysis.

Content Management: Multi-channel Storytelling, Video Scripts, Editorial Calendars, AI Content Automation.

Leadership: Project Management, Cross-functional Collaboration, Stakeholder Relations.

Work History

2023-03 - Current

Digital Marketing Manager

Avena Tech, Vancouver, BC

- Spearheaded end-to-end digital marketing campaigns across web, email, and social channels, **delivering a 20% year-over-year increase** in qualified leads and brand reach.
- Orchestrated a comprehensive multi-channel content strategy, **producing over 30 blogs, case studies, and video assets monthly** that directly supported customer success and product adoption.
- Executed data-driven SEO/SEM initiatives that **boosted organic website traffic by 15%** and **improved conversion rates by 25%** within the first year.
- Implemented AI-driven automation tools to **scale content production by 30%**, significantly reducing manual workload while enhancing campaign personalization for diverse audience segments.

2021-02 - Current

Marketing Specialist (Part-Time)

Canadian Aid & Relief Foundation, Vancouver, BC

- **Drove a 15% year-over-year increase in donations** by engineering targeted fundraising campaigns and content strategies across newsletters and social media channels.
- Maximized campaign ROI and **boosted donor retention** by implementing advanced audience segmentation and data-driven optimization techniques.
- Produced high-impact marketing collateral, including annual reports and infographics, effectively translating complex data into compelling narratives that **enhanced brand visibility and supporter engagement**.
- **Solidified brand identity** across all digital touchpoints by establishing consistent visual guidelines and managing a seamless cross-channel content distribution workflow.

2022-07 - Current

Founder

The Birria Taco Stand, Vancouver, BC

- **Conceptualized and launched a D2C food brand from scratch**, executing a go-to-market strategy that successfully penetrated major local food festivals and secured **1000+** recurring customers in the first year.
- **Directed a high-engagement content strategy** focusing on short-form video (Instagram Reels), generating over **50,000** organic views and converting social traffic into a **30%** increase in week-over-week sales.
- **Owned the full creative lifecycle**, from graphic design to community management, building a loyal online following by maintaining consistent brand voice and storytelling across all digital touchpoints.

2019-04 - 2021-02

Marketing Specialist

Development & Relief Foundation, Fresno, CA

- **Boosted campaign response rates by 25%** by re-engineering outreach strategies with data-backed content targeting and improved audience segmentation.
- **Achieved 12% growth in donor retention** by optimizing the end-to-end donor journey, specifically refining communication cadence and content personalization.
- **Spearheaded the integration of analytics into the creative workflow**, enabling the communications team to leverage real-time data for more persuasive and impactful storytelling.

Education

2025-04

Bachelor of Arts: Political Science

University of British Columbia - Vancouver, BC

Volunteer work

President — Muslim Youth in Motion, Vancouver, BC (2021 – Present)

- **Directed strategic operations and marketing** for a non-profit organization serving **1,000+ active members**, overseeing all member communications and community outreach initiatives.
- **Managed and mentored cross-functional teams** (Audio/Visual, Multimedia, Communications), implementing strict brand guidelines that ensured **100% consistency** across digital and print assets.
- **Established data-driven feedback loops** to analyze attendee sentiment and campaign performance, resulting in a **120% increase** in year-over-year event attendance.
- **Oversaw the organization's operating budget of \$320,000**, allocating funds for large-scale events and marketing campaigns to maximize resource efficiency and community impact.