

## Tahaan Da Silva

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### Education

**Honours Bachelor of Design:** User Experience Design Program      September 2023 - Present  
*Wilfrid Laurier University*

**Ontario Secondary School Diploma**      September 2018- June 2022  
*Cardinal Carter Academy for the Arts*

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### Work Experience

#### Marketing Student Leader

Wilfrid Laurier University: Athletics & Recreation      August 2025 - Present

- Schedule projects and assign tasks to my media team members, ensuring quality and timely completion.
- Manage administrative workflows, including spreadsheets, scheduling tools, and KPI tracking to optimize communications and marketing output.

#### Marketing & Engagement Executive

Wilfrid Laurier University: LOCUS      September 2024 - Present

- Implement social media strategies using timely promotions, interactive competitions, and trend-based content, increasing club awareness and a growth in follower count on all platforms
- Coordinate and support on-campus and virtual events, fostering student engagement and community building.
- Manage communications with students and community partners via email, social media, and Microsoft Teams.
- Track social media metrics to routinely improve social media strategy and increase audience engagement.

#### User Interface Design Intern

Crow Report      February 2024 - March 2024

- Collaborated with employer and development team to clarify tasks, share deliverables, and incorporate feedback, ensuring alignment with project goals.
- Catalogued the top 23 sports news sources and recreated their logos in Illustrator, providing organized assets for the team's reference.
- Designed multiple website headers and UI elements for the client, creating style guides, and auto-layout instructions for the development team.
- Developed skills in professional communication, project coordination, and delivering actionable UI design solutions.

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### **Volunteer Experience**

#### **Social Media Manager**

User Experience Design Students Association

September 2024 - April 2025

- Analyzed past social media campaigns and identified opportunities to align new content with our target audience.
- Coordinated with the internal marketing team to develop high-impact social media marketing - campaigns.
- Produced clear and engaging copy for club resources and marketing materials.

#### **Marketing & Engagement Executive**

Wilfrid Laurier University: LOCUS House Council

September 2023 - April 2024

- Managed social media platforms and crafted engaging marketing materials such as posters, infographics, and reels.
- Efficiently addressed student and staff inquiries through various social networks, maintaining a 100% response rate.
- Wrote and edited scripts for promotional materials, ensuring clarity and audience engagement.
- Evaluated event success through online analytics and student feedback to improve future programming.

#### **Social Media & Event Coordinator**

Wilfrid Laurier University: CSEDI Queer Sphere

September 2023 - April 2024

- Organized and coordinated social gatherings and community events such as Trans Day of Remembrance.
- Gathered and analyzed student feedback to improve event delivery.
- Fostered collaborations with external organizations, increasing club visibility in the Brantford community.
- Wrote and published informational content on queer topics to educate and engage the student community

#### **Off-Campus Community Representative**

Wilfrid Laurier University: FYLP Art Hawks

September 2023 - April 2024

- Actively participated in weekly meetings to collaboratively plan and execute events.
- Played a vital role in event preparation, ensuring seamless and successful experiences.
- Spearheaded the promotion of Art Hawks events within the LOCUS community, culminating in a substantial upsurge in event awareness and participation