

Ariana Timbol

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 [647-528-3098](tel:647-528-3098)

 [Toronto, Ontario](#)

A bilingual, creative, results-oriented marketing professional with four years of experience in social media strategy, product photography, and data analytics. Skilled in Google Analytics, Adobe Creative Suite, and Meta Ads. Completed an Honours Bachelor's degree in Economics at the University of Toronto and fluent in French and English.

SKILLS	Python Data Analytics Google Analytics 4 Meta Ads Product Photography Adobe Creative Suite Social Media Marketing Video Editing Looker Studio
WORK EXPERIENCE	<div><div>Content Creator</div><div>Jul. 2021 - Present</div><div>Thereseabean, Toronto, ON</div><div><ul style="list-style-type: none">Grew follower count by 58.6% in under three months with over 4,000 engaged followers and 760.6K views on InstagramPublished content with an average engagement rate of 7.2% across all postsCollaborated with local food and lifestyle brands to produce co-branded content and expand audience reach</div></div> <div><div>Bilingual Social Media Video Editor</div><div>Jul. 2025 - Present</div><div>Corporate Traveller, Toronto, ON</div><div><ul style="list-style-type: none">Edited over 30 content pieces in English and French covering travel and hospitality topics while ensuring high-quality storytelling across both languagesOptimized content workflows by implementing efficient editing techniques, improving clarity and turnaround time</div></div> <div><div>Digital Marketing Communications Assistant</div><div>Sept. 2024 - Sept. 2025</div><div>University of Toronto Sport & Rec, Toronto, ON</div><div><ul style="list-style-type: none">Created and edited over 40 original scripted reels, leveraging storytelling techniques to drive engagement and achieve business objectivesContributed to an 88% year-over-year increase in social media engagement, including the three highest-performing posts on record</div></div> <div><div>Digital Marketing Coordinator</div><div>Jan. 2023 - Jan. 2024</div><div>Index Web Marketing Agency, Montreal, QC</div><div><ul style="list-style-type: none">Analyzed Meta and Google marketing performance data and provided insights on engagements, conversions, and CTRsContributed to the transition from GA3 to GA4 for over 15 reports, identifying key metrics that required updates to align with the new platform's structure</div></div>

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EDUCATION	<div>University of Toronto Honours Bachelor of Arts in Economics2025</div> <div><ul style="list-style-type: none">Completed courses in Data Analytics, Economics, and French Language coursesCompleted a Study Abroad semester at the Université Lumière Lyon 2</div>
PROJECTS	<div>University of Toronto ECO225: Big Data Tools For Economists2025</div> <div><ul style="list-style-type: none">Timbol A. (2025). How Air Pollutants have Affected America’s Vulnerability to COVID-19Used Python and libraries including Pandas, Matplotlib, and NumPyAnalyzed and processed a dataset of over 1.1 million observations</div> <div>University of Toronto ECO482: ML Applications2024</div> <div><ul style="list-style-type: none">Khaitan H., Lewandowski J., Timbol A. (2024). Measuring Racial Bias in USA Mortgage Loan Approvals Using Machine LearningThis study revealed racial bias in loan approval systems favoring white applicants, which has financially impacted minority applicantsUsed Python and libraries including Pandas, Matplotlib, NumPy, NLTK, Scikit-learn, and Seaborn, processing data with over 24 million observations</div>
COMMUNITY	<div>English Language Assistant Université Lumière Lyon 22024</div> <div>VP of Finance UofTCooks2023</div>