

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 a 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 | Lookerstudio

WORK EXPERIENCE

Social Media Consultant Cookin Inc., Toronto, ON

Jan. 2025 - Present

- Develop and execute data-driven social media campaigns to increase brand awareness and optimize campaign performance
- Coordinate media shoots on location to collaborate on campaigns to optimize performance outcomes
- Research social media trends to develop engaging and high-performing Meta Ads and content

Digital Marketing Communications Assistant University of Toronto Sport & Rec, Toronto, ON

Sept. 2024 - Apr. 2025

- Shot and edited over 20 scripted reels on location, leveraging storytelling methods, and viral trends to drive business objectives
- Content pieces contributed to a 37% increase in social media engagement, with the three highest-reaching posts on record

Digital Marketing Coordinator Index Web Marketing Agency, Montreal, QC

Jan. 2023 - Jan. 2024

- Analyzed Meta and Google marketing performance data and provided insights on engagements, conversions, and CTRs
- Wrote over 15 SEO blog pieces in English and French that improved client search rankings
- Contributed 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

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EDUCATION	<div>University of Toronto Economics (BA)2021 - 2025</div> <ul style="list-style-type: none">Enrolled in Data Analytics, Economics, and French Language coursesCompleted a Study Abroad semester at the Université Lumière Lyon 2
PROJECTS	<div>University of Toronto ECO225: Big Data Tools For Economists2025</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>University of Toronto ECO482: ML Applications2024</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
COMMUNITY	<div>English Language Assistant Université Lumière Lyon 22024</div> <div>VP of Finance UofTCooks2023</div>