

Alexander Maniov

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Profile

Bachelor of Commerce Marketing Management Co-op student with hands-on experience in digital marketing, content creation, campaign support, website management, and business analysis. Experienced in conducting research, developing presentations, supporting promotional initiatives, and analyzing data to inform decision-making. Proficient in Microsoft Office, Google Workspace, and AI tools, with strong communication, organizational, and problem-solving skills. Eager to apply analytical and creative thinking in a dynamic business environment while continuing to develop marketing and professional skills.

Key Skills

- Digital Marketing and Campaign Support
- Content Writing and Social Media Management
- Presentation Development and Professional Documents
- Research, Reporting, and Data Analysis
- Market and Competitive Research
- Website Management and Content Updates
- Microsoft Office, Google Workspace, and AI Tools
- Organization, Communication, and Problem Solving

Education

Bachelor of Commerce – Marketing Management (Co-op)
University of Guelph

2024 - Present

Relevant Coursework: Business Communication, Consumer Behaviour, Introduction to Marketing, Introductory Research Methods, Humans in the Natural World, Introduction to Business, Individuals and Groups in Organizations.

Experience

Brand Ambassador – Temporary Part-time
Brand Momentum, Mississauga

Jun 2026 - Present

- Engage Costco members in a fast-paced retail environment to introduce and promote a premium dessert product through clear, friendly product explanations.
- Communicate product benefits, flavour options, and purchase details while creating a positive customer experience.
- Maintain a clean, organized, and fully stocked demo station while representing the brand professionally during on-site promotional events.

Digital Marketing & Social Media Project Assistant (part-time)

Oct 2025 – May 2026

Independent Author Book Promotion, Mississauga

- Created and managed Instagram content, organic social media promotion, and audience engagement for an independently published book, supporting brand visibility and reader interest.
- Developed promotional messaging, visual content themes, and campaign concepts aligned with the book's positioning and target audience.
- Created and launched Amazon Ads campaigns and reviewed impressions, clicks, and performance data to inform promotional decisions.

Marketing Sales Representative

May - Jul 2025

Student Works Painting, Mississauga

- Promoted residential painting services through door-to-door outreach, contacting 75+ prospective customers daily.
- Created and maintained a sales lead database, tracking prospective customer information and needs while ensuring accuracy and organization.
- Built trust with prospective clients through clear explanations, objection handling, and professional follow-up.

Volunteer Facilitator

Jul 2025

Angloville, Malta

- Facilitated team building and language learning activities for diverse groups of students, strengthening leadership and collaboration skills.
- Coordinated group activities and discussions for diverse participants, supporting engagement and collaboration in a fast-paced environment.

Court Attendant / Volunteer

Feb 2023 - Oct 2024

Applewood Tennis Club, Mississauga

- Updated and maintained Squarespace website content, ensuring schedules, programs, events, and member information were accurate and easy to understand.
- Prepared email updates and promotional communications for tournaments, round robins, scheduling changes, and club activities.
- Supported event organization and member inquiries, coordinating details to help ensure a positive participant experience.

Activities & Interests

- Member of the University of Guelph's Marketing Management Student Association.
- Sports: Tennis club member since 2021; Taekwondo 2nd degree Black Belt; Skiing (10+ years).