

Lewi Tadesse

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Summary of Qualifications

Digital Marketer with 3+ years of experience managing paid social and Google Ads campaigns across Search, Display, Shopping, Video, App, and Performance Max formats. Skilled in SEO, PPC, social media advertising, and content strategy, with hands-on use of Google Analytics, SEMrush, and Keyword Planner to optimize campaign performance and ROI for freelance clients on Upwork and Fiverr. Currently completing a Digital Marketing College Diploma at Trios Business College, building on a Certificate in Digital Marketing from the University of Toronto School of Continuing Studies, where I was awarded a \$1,000 Scholarship for Academic Excellence. Google-certified in Analytics, Search Ads, Display Ads, Video Ads, and AI Essentials.

Education

Trios Business College Jan 2026 - Present

Digital Marketing College Diploma

- Included Google Analytics using AI, SEO with AI, SEM and PPC using AI, Email Marketing, and Graphic Design.

University of Toronto School of Continuing Studies Aug 2024 - Apr 2025

Certificate in Digital Marketing

- Included Google Analytics, AI-based Social Media Marketing, Content Marketing, and Digital Marketing Strategy
- Awarded \$1000 Scholarship for Academic Excellence.

Experience

Freelance Digital Marketing Specialist, Upwork & Fiverr, Apr 2025 - Present

- Executed Google Ads campaigns using Keyword Planner, SEMrush, and Search Partners, optimizing ROI through Google Analytics performance insights.
- Managed paid social campaigns on Facebook, Instagram, TikTok, and Twitter (X), boosting brand visibility, engagement, and conversions for diverse clients.
- Generated actionable insights from performance tracking, driving continuous campaign optimization and improved marketing results.

Social Media Marketer, Ethiopian Evangelical Church, (Part-Time) Jan 2023 - Present

- Created, managed, and optimized Facebook ad campaigns to boost online engagement and increase in-person event participation.
- Designed and published organic high-value social media content to drive audience interaction and strengthen community engagement.
- Hosted and coordinated live program broadcasts across multiple social media platforms, expanding reach and enhancing real-time audience involvement.

Certifications

Google AI Essentials Certification

Google Analytics Certification

Google Display Ads Certification

Google Video Ads Certification

Google Search Ads Certification

Paid Advertising & Campaign Management

Content & Organic Marketing

Client & Project Management

Campaign Strategy & Optimization

Analytics & Research Tools

Organic Content Strategy

Content & Marketing Strategy

Social Media Marketing

Languages: Fluent in both **English** and **Amharic**, decent Proficiency in **Tigrinya**.

