

# Let's Talk Business

## For Ted Rogers Students

These reports describe industry sectors and career paths of interest to Ted Rogers students and alumni. Each report leverages BCH employment data and the expertise of our staff. This collaborative effort engages staff, students, alumni and the University Business Librarian.

### A Day in the Life of a Digital Marketing Specialist

This report profiles a TRSM alumni working in the fintech space. He provides you insight into what a day in his life at Coinsquare looks like.

He also weighs in on important trends within his field and shares invaluable information relevant to those of you aspiring to break into this industry.

Fintech (Financial Technology) is a term used to describe tech companies operating in the financial services sector. Fintech companies are often start-ups that have developed innovative technical solutions in areas such as capital markets, lending, personal finance, wealth management, insurance, blockchain and crypto, and digital banking.

### Meet Mazin Kanuga, TRSM Alumni (MKT 2019)

Mazin graduated from TRSM with his Bachelor of Commerce in Marketing Management in 2019, and earned a Digital Marketing Certificate from University of Toronto School of Continuing Studies.

He has also won an award in social media marketing, completed a Google Analytics individual qualification, and earned a Hootsuite platform certification.

He currently works as a *Digital Marketing Specialist* at Coinsquare. Coinsquare, coined “Canada’s home for digital currency” provides Canadians a platform to buy, sell, and trade Bitcoin, Ethereum, and other cryptocurrencies.



**Q:** What do you do on a day-to-day basis in your role as a *Digital Marketing Specialist* at Coinsquare?

- A:**
- Working in a fast-paced environment such as fintech, every day is a new challenge which is the perfect environment for a new grad to start their career. The following is a list of things I do each day:
  - Build customer journeys/flows and develop implementation plans for new program initiatives with a focus on automated campaigns and a personalized customer relationship
  - Collaborate with the *Director of Performance Marketing* to develop and execute test plans for key channel components with champion/challenger approach

**A:**  
Cont'd

- Create and implement A/B tests for direct mail, email, and mobile channels.
- Develop customer segmentation strategies across marketing retention channel to determine the targeted audience for each message.
- Work closely with the *Marketing Tech Lead* to ensure technical aspects of emails are functioning, including link tracking, customer subscription inquiries and acquisition feed lists.
- Analyze data, present findings to upper management and make strategic recommendations for future marketing campaigns and initiatives to help optimize campaign performance and ROI.
- Help maintain existing automated workflows and sequences to ensure automated programs are continuously optimized to drive lead conversion and customer engagement.
- Build logic, validate, and implement automated workflows and triggered email deployments working closely with third party vendors.
- Provide operational support to other departments, such as managing triage email communications and ad-hoc unsubscribe requests.
- Manage the email calendar to traffic requests for deployments from various departments to ensure even distribution of deployment.

**Q:** What technology platforms do you use in your role?

**A:** When working in fintech, especially in the crypto space, there's always new technology platforms for us to try out. As a Digital Marketing Specialist, my focus is on tools that can help me develop and manage digital marketing strategies and campaigns. We're currently being onboarded onto the Braze platform which is a customer engagement platform that would help me build a user journey flow funnel and boost engagement with the platform. There are also customer relationship management (CRM) tools such as Salesforce and Hubspot that are widely used, that work along with email marketing platforms such as Mailchimp and Sendgrid. Ahrefs is a comprehensive SEO tool to help you punch up your website traffic.



**Q:** How does your industry impact the world?

**A:** Cryptocurrency disrupts the current banking system and our entire way of transferring value from place to place. Coinsquare's mission is to modernize finance for all. I believe financial products should be easy to use, open and transparent, so that's why I'm working at Coinsquare: to simplify and enhance how financial assets are managed, traded, and transferred.

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**Q:** Which industry trends should TRSM students be aware of?

**A:** The following is a high level summary of a few our students should be aware of:

1. be aware of institutional adoption of cryptocurrency
2. understand decentralized finance (DeFI) and its implications
3. Non-Fungible Tokens (NFTs) are pretty hot right now
4. keep up to date with regulation
5. jobs and opportunities are always opening up

**Q:** What advice would you share with TRSM students who are interested in working in Fintech?

- A:**
- attend events such as the *Blockchain Futurist Conference*
  - connect with people in the industry on LinkedIn
  - look for digital marketing courses that complement your degree. For example, Braze and Hubspot both offer free certifications that look great on your resume
  - sign up for cryptocurrency and startup job boards



### Interested In More?



#### FinTech Canada Conference

Fintech Canada is a conference organized by the Digital Finance Institute



#### MaRS Discovery District

A Downtown Toronto based incubator providing services to start-ups, MaRS has a dedicated jobs board for finding work at start-ups in all areas of Tech - fintech included.

# Visit the Business Career Hub

## Employer Events

The BCH hosts several employer events to prepare you for your professional career. Refer to your weekly BCH Careers Newsletter for a list of upcoming events.

## Bootcamps/Prep Programs

Advance your technical and soft skills, earn digital badges, and gain an advantage in today's workforce through bootcamps. [Click here to register for current bootcamps.](#)

## Coaching & Mock Interview

For career coaching, interview prep and more, [schedule a 1:1 appointment](#) with a Career Consultant or a Co-op Coordinator.



### Career Consultant Tanya Skydan

Tanya Skydan is a Career Consultant with 5+ years of campus recruitment experience. Tanya is a TRSM alumni who is passionate about providing students the tools needed to be successful in the workplace today and the future.



### Student Contributor Julian Davis

Julian is a 3rd year Economics and Management Science student, working at the BCH as a Data Analyst. He is passionate about value-driven data science and analytics, particularly in the field of finance and insurance.



### Student Contributor Ajenth Suthanathan

Ajenth is a 4th year Human Resources Management student working part-time at the BCH. He is an aspiring HR professional looking to join the Talent Acquisition field.