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 56 Teardrop Cres, Whitby

SKILLS

- Leadership
- Agency Transformation
- Business Operations
- Business Growth
- Marketing Strategy
- Omni-channel Advertising
- Relationship Building
- Building Inclusive Teams
- DEI Strategy

BOARDS & VOLUNTEER

- [POCAM](#) Board Member
- [CMA](#) Council Chair
- [AHF](#) Mentor
- [Monday Girl](#) Mentor
- [Scala Leads](#) Mentor
- [Click here](#) to see other thought leadership

ALEENA MAZHAR KUZMA

Agency leader and a champion of people, with a mission to make an impact in the marketing and advertising industry.

PROFESSIONAL EXPERIENCE

Nice to meet you! I am a passionate and entrepreneurial marketer with over 17 years of experience, who has a simple mission: to leave this industry and it's people better than I found them. This includes doing award winning work that Turns Heads at the agency I lead, FUSE Create. It also includes working with key industry organizations and using my voice to create a more diverse and inclusive industry.

WORK EXPERIENCE

FUSE Create - SVP, Managing Director, Partner

2015 - Present

- Lead our agency, it's people, and our clients
- Manage all operations and agency P&L
- Transform & grow our brand as a creative leader
- Drive agency growth year over year

BOOM! Marketing - Group Account Director

2012 - 2015

- Lead a book of business for a group of clients
- Lead a team to deliver on client objectives
- Maintain profitability while driving organic growth

Mosaic - Account Manager

2007 - 2012

- Account lead on a specific beverage account
- Day-today client and project management
- Relationship building and account operations

EDUCATION

York University

Bachelor of Commerce, Honours in Marketing