

Pritha Ghosh

Toronto, ON | +1 (647) 244 3821 | pritha1298@gmail.com | [LinkedIn](#)

EDUCATION

York University School of Continuing Studies

Ontario Graduate Certificate in Digital and Content Marketing

Toronto, Ontario

Graduation Date: Jan 2025

Conestoga College

Ontario Graduate Certificate in Project Management - **Current score: 3.8GPA**

Kitchener, Ontario

Graduation Date: Dec 2023

University of Calcutta

Bachelors of Commerce, Accounting & Finance

Kolkata, West Benga

Graduation Date: Jul 2020

WORK EXPERIENCE

HubSpot x LinkedIn Certification Program

LinkedIn Ads Intern

Toronto, Ontario

Oct 2024 - Nov 2024

- Designed and executed LinkedIn Ads campaigns that exceeded client KPIs, improving lead generation by 30%.
- Streamlined campaign reporting processes, reducing turnaround time by 25%.
- Created tailored content strategies that resulted in a 20% improvement in click-through rates.

President's Choice Financial – Kognitive Sales Solutions

Field Marketing Representative

Toronto, Ontario

July 2024 - Present

- Delivered a 20% increase in customer sign-ups for PC Financial products by effectively communicating benefits and addressing concerns
- Successfully executed promotional events and kiosks, ensuring seamless operations and positive customer experiences.
- Demonstrated a deep understanding of product features, resolving 95% of customer queries on the spot.

Nestasia - New Leaf Retail Technologies Pvt. Ltd

Social Media Associate

Kolkata, West Bengal

Jun 2022 - Jan 2023

- Track Social Media Metrics on platforms like YouTube, Instagram, Facebook, LinkedIn, and X (Formerly Twitter) to analyze the content that is preferred by the target audience, increasing engagement on platforms by 15%.
- Understand the demographic that engages with the social media platforms and create presentations on the content strategy for every month generating social media engagement by 50% for the year 2022.
- Research market and content trends by understanding the platform algorithm and using Google Trends to generate the "most searched" and "trending topics" for the content.
- Master negotiation with Influencers saving 7% on influencer budgets, to create a concrete Influencer Marketing campaign every month using [Wobb.ai](#) and other campaign execution platforms.
- Create documents such as the Influencer Code of Conduct and Payment Agreement for the influencer marketing campaigns.
- Use Meta Business Suite and LimeChat for queries, feedback, and complaints, and create a document to keep a log of all the customer requests and feedback. Answering 300-500 customers on social media regularly during festive seasons.

Walnut Folks Group Pvt. Ltd.**Mumbai, Maharashtra***Influencer Marketing Intern**Jan 2022 - May 2022*

- Upscaling Fin-tech and Ed-tech brands with curated Influencer Marketing campaigns by increasing the engagement rate by 10-15% by the end of the campaign.
- Achieved a budget cut target of 6% by negotiating with potential influencers.
- Took part in proposal presentations for onboarding brands.

Scarlet Splendour Pvt. Ltd. (J.D. Jones & Co)**Kolkata, West Bengal***Marketing Intern**Sep 2019 - Mar 2020*

- Conducted research to identify 50+ potential clients across Europe, contributing to a 10% increase in leads.
- Drafted and distributed 100+ email campaigns using MailChimp, achieving a 15% open rate improvement.
- Provided critical administrative support by organizing client communications and maintaining databases.

EVENT AND PROJECT EXPERIENCE

Leo Club of Kolkata Greater, Lions International**Kolkata, West Bengal***Public Relations Officer (District 322B1)**Jan 2019 - Jul 2020*

- "End the Stigma. Period" A 7 Day campaign and fundraiser for menstrual health and period poverty.
- Eye Check-up camp for underprivileged kids in association with Calcutta Social Project
- Seminar Addressing Student Suicide and Peer Pressure

Zeh|Naz**Kolkata, West Bengal***E-commerce Website Designer**Jun 2023 - Aug 2023*

- Creating Inventory and SKU for products.
- Designing the e-commerce website using [Wix.com](https://www.wix.com).
- Link: <https://www.zehnaz.com/>

Oktoberfest**Kitchener, Ontario***Quality Check and Sales**Sep 2023 - Sep 2023*

- Volunteered for pancake sales at Bingeman's Oktoberfest through Conestoga College.

SKILLS AND INTERESTS

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| Technical Skills | <ul style="list-style-type: none">▪ Tools & Platforms: Microsoft Office Suite (Word, Excel, PowerPoint, Outlook), Meta Business Suite, Salesforce, MailChimp, Hootsuite, Canva, Shopify, Wix.▪ Systems: Jira, Workday, Google Business Pro, Agile Project Management. |
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Soft Skills: Collaborative, Detail-Oriented, Solution-Driven, Team Player, Great Communicator.

KEY ACCOMPLISHMENTS

- ✓ Increased team efficiency by identifying process gaps and introducing workflow improvements, resulting in a 20% reduction in errors.
- ✓ Managed the Vice Chair's complex schedule with zero conflicts and successfully coordinated high-priority meetings.
- ✓ Organized and streamlined marketing inventory processes, reducing retrieval time by 15%.
- ✓ Earned recognition for exemplary customer service and attention to detail, consistently achieving positive feedback.