

SANJANA PARVE

314 Bleecker Street, Toronto, ON

437 299 9680

sanjanaparve27@gmail.com

<https://www.linkedin.com/in/sanjana-parve27/>

I am a creative and result-driven professional with 2+ years of hands-on experience in the digital media industry. I hold a bachelor's degree in mass media along with a Post Graduation Certificate in Marketing Management and Digital Marketing & Content Creation. I am a passionate individual and my strengths include social media marketing and handling marketing campaigns. I possess thorough understanding of social media analytic tools like Hootsuite, Sprout Social, and Business Suite. Along with that, I am efficient at content strategy planning and execution and have the capability to perform independently and as a team player.

WORK EXPERIENCE

Marketing & Community Engagement Intern | Diabetes Canada

September 2023 – November 2023

- Developed engaging content across several social media channels including fundraising invitations, social media posts, newsletters to enhance community involvement and endorsement of Diabetes Canada's Eastern Canada programs
- Supported in planning and executing marketing campaigns and user training for educational and fundraising initiatives
- Provided administrative assistance, such as data entry, mail solicitation, cold-calling, and CRM to guarantee the efficient execution of current projects

Social Media Manager | Medeacup

August 2021 – October 2022

- Developed content strategy for organic and paid media for multiple brands that increased engagement rate by 10%
- Handled the setup and management of digital and social media campaigns using tools like Google Ads Manager and Facebook Business Suite
- Worked for reputable brands like The Fern Hotels, D Y Patil Institutes, and Godrej to increase the reach of the brands and fostered efficient communication to strengthen client relationships
- Curated reports to provide insights into metrics to analyze campaign performance to offer data-driven recommendations
- Managed campaign setup and optimization ensuring seamless execution while making sure that the daily deadlines are met
- Developed creative presentation decks to pitch new clients and mentored the work of associates and interns to meet the agency standards

Social Media Associate | Medeacup

May 2021 – August 2021

- Created content on social media platforms- Facebook, Instagram, and LinkedIn that aligns brand narrative relevant to the target audience
- Conducted in-depth research on 10+ trending topics and stayed up to date on topical topics to develop highly engaging content
- Strategized and scheduled social media content, possessed strong copywriting skills to maintain brand's relevancy
- Planned creative content calendar across social media platforms to ensure consistency in the brand's voice and theme

Social Media Management Intern | Domyworkassignments

February 2021 – May 2021

- Handled social media accounts- Instagram, Facebook, Twitter, and LinkedIn for the brand
- Created trending content and brainstormed new ideas for the brand's official accounts
- Reported the analytics and tracked the position of the social media accounts

Digital Marketing Intern | Creatorshala

July 2020 – September 2020

- Handled social media content for more than 20 influencers
- Communicated with the influencers and handled their content for social media campaigns
- Developed influencer campaigns and measured engagement for collaborations

EDUCATION

PG in Digital Marketing & Content Creation | York University

January 2024- September 2024

PG in Marketing Management | Humber College

January 2023- December 2023

Masters in Media, Entertainment & Advertising | KC College, India

September 2020- July 2022

Bachelors in Mass Media | Mumbai University, India

June 2017- April 2020

CERTIFICATIONS

- Social Media Marketing Certification- Hootsuite
- The Fundamentals of Digital Marketing – Google
- Google Analytics Individual Qualification- Google
- Google Ads Display Certification- Google
- HubSpot Marketing Software- HubSpot
- Digital Marketing- HubSpot
- Become a Digital Advertising Specialist- LinkedIn
- Become a Social Media Advertising Specialist- LinkedIn
- Become a Digital Marketing Specialist- LinkedIn

SKILLS

- | | | |
|-----------------------------------|------------------------------------|-----------------------------|
| • Proficiency in Microsoft Office | • Leadership | • Collaborative Team Player |
| • Creative Mindset | • Strong Problem-Solving skills | • Content Writing |
| • Strong Communication Skills | • Pressure Handler & Quick Learner | • Account Management |
| • Google Ads | • Organizational Skills | • HubSpot |