

ANKITA KALRA

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Summary

A Digital and Content Marketing student with expertise in social media management, customer service, and content creation. I am skilled in enhancing brand visibility, developing engaging content, and optimizing campaigns to drive audience engagement and deliver measurable marketing results.

Skills & abilities:

- Certified in Microsoft Excel and Advanced MS Office
- Social Media Management, Copywriting, and Content Creation
- Adobe Creative Suite, Canva
- Email Marketing, SEO
- Attention to detail
- Management
- Problem-solving
- Communication
- Leadership

Experience

Complete Balance Health Centre, Toronto, ON Marketing Intern

Oct. 2023 – Jan. 2024

- Established and managed social media profiles on various platforms.
- Produced content for marketing campaigns, including banners and visuals.
- Created copy for email campaigns and other marketing materials.

Club Monaco, Toronto, ON Part-time Stylist

May 2023 – Present

- Provided consultations to determine clients' styling needs and preferences.
- Created custom looks for clients based on their style, body type, and personality.
- Organized and maintained an inventory of clothing and accessories, while managing the POS system.

FullStop Entertainment and Media – Mumbai, India Jr. Social Media Executive

June 2022 – Nov. 2022

- Managed social media accounts for 8 clients, handling content calendars, and captions, creating content, and boosting.
- Coordinated with clients to ensure top-notch service.
- Analyzed engagement metrics to refine strategies.

ARA Resources Pvt Ltd – Mumbai, India Recruiter Trainee

Aug. 2021- Feb. 2022

- Created and posted job advertisements on job boards and platforms.
- Reviewed resumes and scheduled interviews with candidates and hiring managers.

One by Zero Marketing – Mumbai, India Social Media Manager

May 2021- Aug. 2021

- Managed clients' social media pages on Facebook and Instagram.
- Developed creative content and engaging copy to boost interaction.

Education:**York University - Toronto, ON****Aug. 2024**

Postgraduate Diploma in Digital and Content Marketing

Focus: Web analytics, SEO, SEM, content creation, HubSpot, and social media strategy.

Humber Institute of Technology and Advanced Learning – Toronto, ON**Dec. 2023**

Postgraduate Diploma in Marketing Management

Focus: Marketing strategies, digital product marketing, and presentations.

University of Mumbai – Mumbai, India**June 2022**

Bachelor of Management Studies