

HANA TANASIJEVIC

Social Media & Digital Marketing Strategist

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Creative, data-informed storyteller with 4+ years of experience driving brand visibility and engagement through compelling digital content. Proven expertise in multi-platform social media management, content curation, influencer partnerships, and performance analytics. Skilled at coordinating content calendars, managing creator networks, and crafting on-brand narratives that resonate with audiences. Passionate about digital brand building and bringing aesthetic sensibility to every project.

Key Skills

Social Media Content Creation & Management. Content Strategy & Planning. Influencer Marketing. Digital Strategy. Community Management. Copywriting & Captions. Graphic Design. Creative Direction & Branding. Paid Social & Digital Ads. Cross-Functional Collaboration. Attention to Detail.

Professional Experience

Digital Marketing Manager – The Chesterfield Shop

Aug 2023 - Present

- Lead cross-functional digital initiatives that strengthened brand identity and performance across platforms.
- Scale Google Ads campaigns from 400K to 4.5M monthly impressions, increasing clicks by 800%.
- Direct the digital strategy and UX for a major website revamp, increasing traffic by 200% and leads by 250%.
- Develop and launch integrated campaigns across digital, TV, and in-store channels.
- Collaborate closely with designers, developers, and stakeholders to ensure consistent, results-driven execution.

Digital Media and Marketing – Gwartzman's Art Supplies

Feb 2022 – Aug 2023

- Planned and executed full-funnel digital campaigns across Instagram, Facebook, TikTok, Pinterest, and YouTube that strengthened brand identity and community engagement.
- Created and optimized visual and written content to boost reach (+310%) and engagement (+30%).
- Developed content strategies aligned with monthly promotions, increasing sales by 160%.
- Managed e-commerce platform updates and implemented UX/UI improvements to support conversions.
- Launched a commission-based influencer campaign to extend brand reach and diversify audiences.

Creative Lead (Freelance) – Joshi Digital Solutions

Jan 2021 – Present

- Deliver comprehensive creative and marketing services for clients across medical, hospitality, e-commerce, and entertainment sectors, including brand strategy, content creation, and social media management.
- Lead end-to-end campaign planning including creative concepting, briefing, asset development (video, graphics, copy), performance tracking, and reporting.
- Analyze campaign performance to identify optimizations, inform future strategy, and maximize ROI.
- Develop and execute monthly social media marketing campaigns and calendars for Facebook, Instagram, and TikTok, driving brand visibility and engagement.
- Analyze campaign performance to maximize ROI and inform strategy while managing multiple projects simultaneously in fast-paced environments
- **Key Clients** include Astra Medical Clinic, The Bubble, Playtime Bowl, Le Gourmand, Sweetsie's Cookies, SickNotWeak, and Fluffy Fluffy Toronto.

Education

Toronto Metropolitan University (formerly Ryerson University) – Toronto, Canada

- Bachelor of Technology in Graphic Communications Management
- Minor in Marketing and Concentration in Packaging
- President of GCM Colloquium

Linköping University – Linköping, Sweden

- Exchange Program: Graphic Design & Communication

Certifications

Science in Design Accreditation

Tools & Platforms

- Social Media Management: Buffer, Hootsuite, Loomly, Later
- Graphic Design & Content Creation: Adobe Photoshop, Illustrator, InDesign, Premiere Pro, Canva, CapCut
- Email Marketing: Mailchimp, Klaviyo, Constant Contact
- UX/UI: Adobe XD, Figma
- E-commerce Management: Shopify, WordPress
- Ads & Analytics: Google Ads, Google Analytics, Meta Ads Manager

Awards

Canadian Online Publishing Award: Best Content Marketing for GCM Colloquium, 2021

Paperboard Packaging Alliance Scholarship for Bloom COVID-19 Package, 2021

Foundation of Flexographic Technical Association Scholarship, 2020

David & Anna Bulmash Innovation Award for International Exchange, 2020

Interests

Interior Design. Biophilic Design & Sustainable Living. Packaging Design. Pickleball & Skiing.