

Shreya Ravva

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EXPERIENCE

Digital Content Specialist

Jun 2023 - Dec 2023

Humber's Centre for Innovation in Health and Wellness, Toronto

- Designed and developed marketing materials, research reports, and impact reports, ensuring alignment with organizational objectives and brand identity.
- Coordinated and executed marketing initiatives, including table sessions during orientation and active participation in events.
- Applied graphic design expertise to create visually appealing marketing collateral, adhering to branding guidelines.
- Conducted detailed research, and market analysis aiding in informed decision-making processes within the center.
- Demonstrated proficiency in social media management by successfully growing the center's LinkedIn presence.

Social Media Intern

Jun 2023 - Aug 2023

All-Star Charity Shootout (ASCS), Toronto

- Achieved a significant +85.1% increase in accounts reached.
- Facilitated a +19.1% rise in accounts engaged.
- Contributed to a +2.3 % increase in total followers.
- Implemented effective social media strategies, gaining a +95.5 % increase in content interactions, engaging 168 accounts and reaching 4,724 accounts.
- Managed and maintained a strong presence on Instagram, Facebook, and LinkedIn.
- Created, edited and produced engaging and compelling content including reels, posts and stories tailored to each platform.
- Collaborated with relevant individuals and brands, resulting in increased brand partnerships and cross-promotions.
- Developed and implemented a comprehensive content calendar to ensure consistent and timely delivery of content across all social media channels.

EDUCATION

Bachelor of Digital Communications

Sep 2020 - Apr 2024

Humber College, Toronto, ON

Relevant Coursework: Digital Storytelling, Digital Narrative, Content Strategy, Social Media 1 & 2, Persuasive Campaigns and Consumer Culture, Videography, Photography, Visual Design, Project Management for Digital Communications, Professional Web Building, SEO, Web & Social Media Analytics, A/B Testing, Paid Social, Paid Search

SKILLS

Content Creation and Strategy, Project Management, Strategic Communication, Social Media Marketing, Brand Development, Microsoft Office Suite, Detail Oriented, Leadership, Advertisement, Deadline-Driven, Interpersonal Skills, Marketing Communications, Adobe Creative Suite, Google Analytics, Hootsuite