

Shreya Ravva

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Education

Humber College, Toronto

Sep 2020- Apr 2024

Bachelor of Digital Communications

Courses: Content Strategy, Digital Storytelling, Consumer Culture, Web and Social Analytics, Social Media Management, Digital Marketing, Content Creation, Photography, Videography, Professional Web Development

Work Experience

Humber College — Marketing Coordinator

Jun 2023 – Dec 2023

Toronto, ON | *Humber's Centre for Innovation in Health & Wellness*

- Developed and executed digital marketing strategies, resulting in a 50% increase in social media followers, enhancing brand visibility.
- Collaborated with cross-functional teams to align research content with digital communication strategies, boosting engagement with academic programs and research initiatives.
- Designed and formatted research publications and reports, ensuring accuracy and compliance with brand standards.
- Conducted market research and analysis to refine content strategies based on audience behaviour and industry trends.
- Managed multiple marketing campaigns across print, web, and social media platforms, ensuring timely delivery of all communications.

All-Star Charity Shootout (ASCS) — Social Media Intern

Jun 2023 – Aug 2023

Toronto, ON | *Volunteer*

- Increased accounts reached by 85.1% and engagement by 19.1% through targeted content marketing and influencer partnerships.
- Developed and managed content calendars, leading to a 95.5% increase in content interactions across social media platforms.
- Edited engaging video content, including reels, posts, and stories, resulting in a 2.3% growth in followers.
- Coordinated cross-promotional campaigns with influencers and brands to enhance visibility and engagement.

Projects & Achievements

Featured LinkedIn Article & Google Ads Campaign: "Solo Female Travel"

- **Achievement:** Article featured on LinkedIn News, increasing visibility and engagement within the professional community.
- **Campaign:** Launched a targeted Google Ads campaign to promote the article, achieving 8.83K impressions and 199 clicks, driving significant traffic to the article.
- **Social Media Impact:** Extended the campaign to Instagram, resulting in 28 website visits and a reach of 2,085, enhancing overall engagement and visibility across platforms.
- **Skills Demonstrated:** Content Strategy, Digital Marketing, SEO, Campaign Analytics, and Social Media Management.

Skills

Technical Proficiency: Instagram, LinkedIn, Facebook, TikTok, Adobe Creative Suite (InDesign, Illustrator, Photoshop, Premiere, After Effects), Readymag, Figma, Meta Business Suite, Hootsuite, WordPress, Google Analytics, SEO, HTML/CSS, MS Office Suite (Excel, PowerPoint, Word), Shopify

Video & Graphics: Videography, Photography, Graphic Design, Video Editing, Animation Principles.

Marketing & Communications: Content Development, Case Studies, Marketing Decks, Digital Marketing, SEO, PPC, Social Media Management, Market Research, and Brand Development.

Soft Skills: Client Interaction & Support, Team Collaboration, Effective Communication, Attention to Detail, Creative Problem-Solving, Time Management.