

# TANYA CHADHA

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## Summary

- Postgraduate in Marketing management.
- Google AdWords, Salesforce, Hootsuite and Hubspot Inbound Marketing Certified
- 5+ years of Marketing experience in Social and digital media, Project Coordination, Event, Graphic Design, Video Editing, Email Marketing, CRM, Sales and Public Relations.
- Strategic and Creative thinking for Social media Marketing Campaigns for Facebook, Twitter, Snapchat and LinkedIn.
- Creative mindset and Intermediate to advanced knowledge of Ms Office Word, CMS, CRM, Google Analytics and Adobe Photoshop/InDesign.
- Strong written and verbal communication skills.
- Experienced Social Media Marketing Specialist keeps up with tight deadlines and high-value customers.
- Successful at working with diverse teams to develop comprehensive approaches to marketing plans.

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## Skills

- Social media and Branding
- Microsoft Office
- Wordpress
- Email Marketing
- Audio and Video Editing
- Photography and Videography
- Google Adwords and Facebook Ad
- Copywriting and copyediting
- Strong Verbal Communication
- Market Research
- Advertising
- Photography
- Copyediting and Copywriting
- Customer Relationship Management
- Event Planning
- Google Analytics
- UTM Tracking
- Adwords and Adroll
- Graphic design proficiency

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## Experience

### **Marketing and Operations Specialist** | Allpro Truck Training Academy - Bolton, ON | 07/2020 - Current

- Constructed engaging content for various platforms to include blogs, social media, print publications and news releases.
- Interacted, Collected and analyzed prospective customers data, including demographics, preferences and enrollment trends.
- Researched the marketing guidelines provided by Ministry of Transport, Ontario to provide recommendations for the development of digital marketing strategies.
- Creating reports and measuring the KPI's for sales target
- Assisted executive leaders in decision-making processes by creating daily reports and suggesting areas for development.
- Create marketing material- brochures, sell sheets, signage; displays, promotional gifts, etc.
- Developed direct mass mailings which resulted in 35% growth of lead data base.

### **Marketing Coordinator** | G Cinelli Esperia Corporation - Woodbridge, ON | 04/2019 - 04/2020

- Co-ordinate and monitor the execution of creative, art specs and timelines for advertising and public relations initiatives on both social media and traditional media.
- Leveraged email, print and social campaign strategies (Hootsuite) to strengthen brand awareness with target

consumers.

- Aligned visual design and brand messaging elements to deliver consistency across digital advertising and marketing platforms.
- Managed and developed new content for company website, app and social media platforms.
- Generated leads through strategies such as trade shows and drip marketing campaigns.
- Using Google Analytics Collected and analyzed consumer data, including demographics, preferences and purchasing trends.

**Digital Marketing Coordinator** | WSI - Etobicoke, ON | 09/2018 - 03/2019

- Oversaw social media accounts for diverse range of clients and implemented successful strategies to drive activity.
- Preparing marketing reports by tracking campaign data analyzing and summarizing into weekly campaign reports for the Sales teams.
- Designed, managed and maintained company website by writing content, directing video designs and designing email, HTML and in-text email promotions.
- Devised marketing packages, including web design, remarketing campaigns, key phrase packages and new media advertising campaigns to increase search engine optimization (SEO) for clients.
- Monitored advancements in social media and technology, working with marketing teams to adopt new platforms and facilitate integration into marketing plans.

**Digital Marketing and Administrative Assistant** | Seneca College - Toronto, ON | 06/2017 - 08/2018

- In collaboration with Seneca School of Marketing and HELIX resources, contributing to the designing, engagement and maintenance of an online presence and social media strategy.
- Assisting with coordination of the logistics of projects and events such as audio-visual media, event photography, display advertising, preparing conference presentations, marketing/promotion, and follow-up events include: HELIX Workshops, Open houses and Committee Meetings.
- Followed up on the events KPI's and prepared monthly reports.

**Event Specialist** | Crossmark Canada - Toronto, ON | 02/2017 - 09/2017

- Completed Experiential marketing campaigns (sampling) in-store food/product demonstrations/events within a large grocery chain.
- Coordinated vendors, timelines and budgets for events.

**Digital Marketing Coordinator** | Virala India Pvt. Ltd. - Lucknow, UP, India | 12/2015 - 12/2016

- Collaborated with social media and e-commerce leaders to increase brand awareness and lead generation.
- Developed improved digital content for website and social media platforms.
- Developed social media initiatives and created daily content on Facebook, Twitter, Instagram and emerging social platforms to engage current fans and acquire new ones.

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## Education and Training

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Seneca College | Toronto, ON | 06/2018

**Postgraduate Certificate:** Marketing Management

Seneca College | Toronto, ON | 08/2017

**Postgraduate Certificate:** Event Marketing - Sports, Entertainment, Arts

Amity University | Uttar Pradesh, India | 06/2016

**Bachelor of Arts:** Journalism And Mass Communication

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## Accomplishments

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- Started of my marketing career with personal blog "postcookie", developed a news and media website, obtained 16k visits on the posts.
- Monitoring, listening and responding to users in a "Social" way while cultivating leads and sales for "Beaut", App for Beauty Salon and "Progoti".
- Consistently maintained high customer satisfaction ratings.
- Exceeded student enrollment by an average of 25% in 2020.

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## Certifications

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- Hubspot Inbound Marketing Certified
- Hootsuite Certification
- Diploma in Project Management
- Trailhead by sales force
- Google Analytics
- Safety Standard Certificate
- Presentation Excellence Course Certification

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## Languages

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English- Fluent (Reading, Listening, Writing and Speaking) HINDI- Fluent ((Reading, Listening, Writing and Speaking)  
PUNJABI- Intermediate (Listening and Speaking), URDU- Intermediate (Listening and Speaking)

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## Websites, Portfolios, Profiles

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- <https://www.linkedin.com/in/tanyapaulchadha/>
- <https://www.tanyachadha.com/>