

KRITIKA RAI

Digital Marketer

Aspiring digital marketing specialist with hands-on experience in SEO, paid advertising, content creation, and social media strategy. Currently pursuing a Postgraduate Diploma in Marketing Management at Fanshawe College, with real-world client experience through Village Creative. Passionate about using creativity and data-driven insights to design campaigns that connect with audiences and deliver results.

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EDUCATION

Fanshawe College
London, Ontario
(2024 - 2025)

Post Graduate Diploma

- Marketing Management (2025 – Present)
- Project Management (2024)

Amity University
Kolkata, India
(2020-2023)

Bachelor of Science in Economics

WORK EXPERIENCE

Village Creative
2025

Digital Marketing Intern

- Developed and executed social media content strategies for live clients (TG Spark, Creative Sector Incubation Hub).
- Designed and optimized paid social ads (Meta & TikTok) aligned with client goals.
- Conducted SEO audits and implemented keyword research for improved online visibility.
- Collaborated with clients to refine messaging, visual content, and brand voice.

Healthy Planet Co.
2024 - Present

Sales Associate

- Maintained inventory accuracy and organized product displays to improve store efficiency.
- Assisted customers with product inquiries, enhancing in-store experience.

ITC Limited, India
2023

Logistics & Supply Chain Intern

- Supported supply chain operations through vendor coordination and process optimization.
- Gained hands-on experience in logistics management and business communication.

PROJECTS

TG Spark – Workforce Solutions Provider

- Created organic and paid social campaigns targeting women in tech, newcomers, and mature talent.
- Used Meta Business Suite, Canva, and keyword tools to design data-driven campaigns.

Creative Sector Incubation Hub – St. Paul's Cathedral

- Built social media content calendars and branded visuals to promote local creative initiatives.
- Applied brand storytelling and audience engagement strategies to enhance visibility.

SKILLS & INTERESTS

Skills

- SEO & Keyword Research
- Social Media Marketing (Meta, LinkedIn, TikTok, Instagram)
- Google Ads & Paid Campaigns
- Content Strategy & Copywriting
- Analytics (Google Analytics 4, Meta Insights)
- Canva & Creative Design
- Project Management (Trello, Google Workspace)

Interests

- Emerging Marketing Trends 📈
- Virtual Reality 🎮
- Photography 📸
- Travel ✈️