

KRITIKA RAI

DIGITAL MARKETER

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EDUCATION

POSTGRADUATE CERTIFICATE – MARKETING MANAGEMENT

Fanshawe College • London, ON | Jan, 2025 – August, 2025

Relevant Coursework: Lifecycle Marketing, CRM, Digital Strategy, Branding, Integrated Marketing Communications

POSTGRADUATE CERTIFICATE – PROJECT MANAGEMENT

Fanshawe College • London, ON | Jan 2024 – Aug 2024 |

Relevant Coursework: Stakeholder Communication, Project Planning, Budgeting

BACHELOR OF SCIENCE IN ECONOMICS

Amity University, Kolkata | 2020 – 2023

Relevant Coursework: Behavioural Economics, Financial Markets, Data Analysis

SUMMARY

Digitally fluent and detail-oriented Marketing Management graduate with hands-on experience in CRM support, lifecycle marketing, email campaigns, digital operations, and website coordination across live client and internal environments. Strong foundation in customer journey optimization, segmentation, analytics (GA4), SEO, and cross-functional collaboration. Experienced supporting digital systems, content updates, and internal stakeholders in fast-paced retail and agency settings. Passionate about creating seamless digital experiences that enhance customer engagement and retention.

MARKETING EXPERIENCE

MARKETING INTERN – VILLAGE CREATIVE (FANSHAWE'S STUDENT-RUN MARKETING AGENCY)

London, ON | May, 2025 – August, 2025

- Supported multiple client accounts with social media content creation, scheduling, and analytics reporting.
- Collaborated with creative and strategy teams to develop platform-specific content aligned with brand objectives.
- Assisted with research on social media trends, platform updates, and audience preferences.

MARKETING ASSISTANT – TG SPARK (VIA VILLAGE CREATIVE)

London, ON | May 2025 – August 2025

- Supported email marketing campaigns including copy development, performance review, and optimization for engagement and conversion.
- Assisted with customer persona development and segmentation to improve targeting for recruitment and lifecycle campaigns.
- Analyzed campaign performance using GA4 and platform insights, contributing recommendations to improve CTR and conversions.
- Collaborated cross-functionally with strategy, content, and paid media teams to align messaging with user intent.

C O R E S K I L L S

Social Media & Content Creation:

Social Media Strategy, Short-Form Video (iPhone), Reels & TikTok Content, Content Calendars, Storytelling, Community Management, Brand Voice Development

Platforms:

Instagram, TikTok, LinkedIn, Facebook, Meta Business Suite

Analytics & Optimization:

Engagement Analysis, Performance Reporting, Audience Insights, Trend Research, Competitor Analysis

Creative Tools:

Canva, CapCut (if you've used it), Adobe Photoshop (basic), Meta Business Suite

Collaboration & Strategy:

Campaign Planning, Cross-Functional Collaboration, Research-Based Content Strategy

C E R T I F I C A T I O N S

- Google Ads (Search & Measurement)
Certified
- Google Analytics 4 (GA4) Certified
- Meta Digital Marketing Associate Certified
- HubSpot Email Marketing Certified
- HubSpot Inbound Marketing Certified
- Hootsuite Social Marketing Certified
- Salesforce Trailhead (CRM Basics & Reporting)

SOCIAL MEDIA & CONTENT COORDINATOR – ST. PAUL'S CATHEDRAL CREATIVE SECTOR INCUBATION HUB (VIA VILLAGE CREATIVE)

London, ON | May 2025 – August 2025

- Developed and executed social media content strategies to grow community awareness and engagement.
- Created and published short-form video and visual content aligned with brand storytelling and event promotion.
- Managed content calendars across platforms and ensured consistency in tone, messaging, and visuals.
- Monitored engagement metrics and provided data-driven recommendations to improve performance.
- Researched social media trends and audience behavior to inform content direction

CONTENT CREATION & SOCIAL MEDIA (FREELANCE) - VI.LASH.YOU LASH STUDIO

London, ON | April 2024 – June 2025

- Provided freelance social media content creation support for a local beauty business over approximately one year.
- Planned and executed Instagram Reels ideas including lash transformations, service highlights, client experience, and trend-based content.
- Filmed short-form video content using iPhone in-studio, capturing behind-the-scenes, close-ups, and process shots.
- Edited videos following Instagram and TikTok best practices (hooks, pacing, transitions, on-screen text).
- Wrote engaging captions focused on storytelling, brand voice, and audience engagement.

R E T A I L , S A L E S & C U S T O M E R E X P E R I E N C E

STORE ASSOCIATE – HEALTHY PLANET

London, ON | Sept 2024 – Present

- Delivered personalized product recommendations, supporting customer satisfaction and brand trust.
- Managed inventory receiving, vendor shipments, stock verification, and inventory flow, ensuring data accuracy between backroom and sales floor.
- Supported merchandising standards and store presentation aligned with brand guidelines.
- Acted as a frontline liaison between customers and internal systems, identifying product availability and website-related inquiries.