

# Pushti Ranpara

Communications Specialist

pushtiranpara@gmail.com • (519) 760-9265  
[linkedin.com/in/pushti-ranpara](https://www.linkedin.com/in/pushti-ranpara) • Waterloo, Ontario

*Dedicated, passionate, professional with an interest in public relations and social media coordination seeking to align with a quality organization that affords opportunity for advancement. Skilled at: establishing client relationships, defining needs, and developing comprehensive campaigns to propel products and services. Proficient at: generating marketing assets, crafting posting strategies, and distributing content across traditional and social media platforms. Excel at: time management, organization, prioritization, and communication with colleagues and clients. A leader rewarded with expanded levels of responsibility due to a track record of performance and results. Multi-lingual: English, Hindi & Gujarati.*

## Areas of Expertise

- ◆ Social Media Marketing
- ◆ Brand Management
- ◆ Basic Graphic Design
- ◆ Blogs & Podcasts
- ◆ Crisis Communications
- ◆ Digital Ads & Promotion
- ◆ Budget Development
- ◆ Auditing & Evaluation
- ◆ Expenditure Tracking
- ◆ Timelines & Deliverables
- ◆ Staff Training & Mentorship
- ◆ Copywriting & Editing
- ◆ Analytical Mindset
- ◆ Attention to Detail
- ◆ Active Listening
- ◆ Solution-based Thinking
- ◆ Complex Problem Solving
- ◆ Creative Writing

## Professional Experience

**Majorel North America, Waterloo, ON**  
**Content Moderator CSR I**

**2020 – Present**

*Deliver exemplary service monitoring online social media posts, advertising copy, or other content to ensure alignment with internal policies. Maintain expansive knowledge regarding standards and operational protocols to flag or remove content.*

- *Navigate content, review images, and read texts and discern any related issues.*
- *Review internal data and offer substantive recommendations to management during meetings.*
- *Demonstrate the ability to be self-directed or contribute as part of team.*
- *Strive to continuously improve operations by through enhanced scheduling.*
- *Train, mentor, and coach new colleagues in organizational practices and expectations.*
- *Selected to participate in a new campaign.*
- *Reduced hours from full-time to part-time during educational term.*

**Region of Waterloo, Kitchener, ON**  
**Corporate Communications Intern**

**2021**

*Engage with multiple departments, assess overall operations, and present solutions to streamline business processes and elevate productivity. Exhibit the ability to contribute to special projects, achieve milestones, and accomplish targets on tight timelines.*

- *Generate detailed reports on a weekly basis based on required data elements culled from social media handles.*
- *Operate, audit, and analyze social media accounts on a consistent basis.*
- *Create a content calendar, develop posting strategies, and execute distribution of assets.*
- *Craft news releases, website content, and other documents, as needed.*
- *Execute basic graphic designing responsibilities.*
- *Write, proofread, and edit important documents on behalf of the organization.*

*Offered comprehensive assistance engaging with customers, receiving orders, and entering information into the POS system with accuracy. Oversaw the counter, special events, and special gatherings. Additionally, educated customers about reward and loyalty programs in an effort to build repeat and referral business.*

- *Orchestrated events for upwards of 1,000 attendees. Defined menus, generated price quotes, and served as the customer contact from inception through successful completion of the event.*
- *Implemented a social presence across all major platforms on behalf of the café.*
- *Contributed to marketing, advertising, and public relations efforts.*
- *Commended as a value added contributor that consistently rose above expectations.*

*Additional Professional History: The Galaxy Education System, Human Resource Intern, Gujarat, India, 2018.*

## **Technical Proficiencies**

Microsoft Office: Word, Excel, PowerPoint & MS Project

Adobe Creative Cloud: Spark, Photoshop, Lightroom, Illustrator, InDesign, & Premiere Pro

Analytics: Google, Instagram, Twitter, Facebook, YouTube, TikTok & Snapchat

## **Education**

**Ontario College Diploma, Public Relations, 2021**

**CSI Student Representative**

Conestoga College, Kitchener, ON

**Bachelor of Business Administration, Applied Management, 2018**

Gujarat Technological University, Gujarat, India

## **License & Certifications**

The Fundamentals of Digital Marketing, Google Digital Garage

Social Marketing Certificate, Hootsuite

Hootsuite Platform Certificate, Hootsuite

## **Academic Projects**

PR Campaigns & Reports, Juno PR Consultancy

Destination Event Planning, Halifax, Nova Scotia

Public Relations Campaign, United Way Waterloo Region Community

Media Kit & News Release, United Way Waterloo Region Community

## **Community Leadership**

Co-chair, United Way Conestoga Community

LGBTQ2+ Welcome Night, Conestoga College

Fashion Show Management, Marwadi University

Cultural Show Management, Marwadi University