

KUSHNEET MARJARA

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I am passionate about the media industry and eager to explore different roles. My training encompasses Communication and UX Research, as well as writing, graphic design, camera work, and video editing skills.

Experience

- January '23 – Ongoing
Freelance Content Creator *Canada (Remote)*
- August '23 – November '23
Writing Specialist, Studiosity *Canada (Remote)*
- October '22 – December '22
UX Researcher, Impactraction *Canada (Remote)*
- October '22
Content Strategy Specialist, 360 Transformers *Canada (Remote)*
- July '20 – July '22
Video Team Lead (on-call, remote), The Safe Space Project *Delhi, India (Remote)*
- September '20 – December '20
Marketing Manager, AIESEC for DU *Delhi, India*
- July '20 – August '20
Fundraising Intern, Youth Empowerment Foundation *Delhi, India*
- June '19 – August '19
Social Worker, The Wordsworth Project *Delhi, India*

Education

- May, 2023 – December, 2023
Marketing Management (Post-Grad Certificate)
Seneca College *Toronto, ON*
- January, 2022 – January, 2023
Interactive Media Management (Post-Grad Certificate)
Centennial College- Story Arts Centre *Toronto, ON*
- August, 2018 – August, 2021
B.A (Hons) Multimedia and Mass Communication
Sociology (Minor)
Indraprastha College for Women, University of Delhi, India *Delhi, India*

Projects Undertaken

- Storyworks: worked with a real-world client 'Elora Festival' to help them improve their website's **User Experience** using my learnings of UX Design, Brand Development Tools and **Project Management**
- Soft News Package: 'Shifting Trends of Music in India'. Role: Director, Video Editor, Co-Writer
- **Campaign Ideation and Marketing** for Organ Donation. 'GOD: Got Organs? Donate.'
- Integrated **Marketing Communication**: Introducing Bottled Coffee by Blue Tokai (PowerPoint Presentation)
- Documentary: 'Hashtagivism: Are Hashtags refining Social Movements?' Role: Video Editor, Researcher
- **Communication** and Plastic Arts: The objectification of female nudity in Greek Art: An analysis of male and female Greek sculptures and the distinctions between the two. (Paper and PowerPoint Presentation)
- Paper for Communication: 'Ableism in Broadcasting of Mainstream News Media in India'
- Paper on Gendered Violence: Perspective through the movie 'Parched'

Certifications

- Foundations of **Digital Marketing** on Google Skillshop
- **Marketing**: Copywriting for Social Media on LinkedIn Learning
- Visual Elements of User Interface Design by CalArts on Coursera
- **Six Sigma** White Belt on Six Sigma Online

Technical Skills

- Microsoft Office: Word, PowerPoint, Excel
- Google Suite: Docs, Slides, Sheets
- **Adobe Creative Suite**: Photoshop, Illustrator, Premier Pro, InDesign, Xd
- Other: Canva, Final Cut Pro, iMovie, CorelDRAW, Figma

Soft Skills

- Problem Solving & Conflict Resolution
- Time Management
- Relationship Building- Team Work & Collaboration
- Communication Skills- Written & Verbal
- Creative & Critical Thinking