

DEEPNI PRADEEP

Trelawn Parkway, Welland, Ontario L3C 1W3

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KEY MARKETING AND PUBLIC RELATION SKILLS

Tools: Project Management Software (Asana) • Design Software (Adobe Suite, Canva Figma) • CRM (Hootsuite, Sprout Social) • Data Analysis Tools (Google Analytics, Insights: Facebook, Instagram, X (Twitter), YouTube, LinkedIn) Microsoft Office Suite • SEO/SEM Software (Semrush, RankTracker) • Mailchimp • WordPress • Editing Software (Final Cut Pro, Premiere Pro, Protools, Logic Pro)

Technical Skills: Digital Marketing • Social Media Management • Search Engine Optimization (SEO) • Social Media Advertising • Content Creation (Videography & Photography) • Project Management • Public Relations • Copywriting • Graphic Design • Analytics and Reporting • Influencer Marketing • Email Marketing

Soft Skills: Communication • Leadership • Problem-Solving • Time Management • Adaptability & Flexibility • Teamwork • Collaboration • Resilience • Creativity • Curiosity to Learn • Critical Thinking • Empathy

WORK EXPERIENCE

Technology Sales Area Representative, Staples, Welland, Ontario

Jan 2023 – Present

- Connect with customers to identify and convert sales opportunities by providing excellent customer service
- Achieved 26th rank in the Ontario district from January 2023 to October 2024, with net sales of over \$420,000 and 143 Staples Protection Plans sold.
- Support asset protection procedures and ensure the security of company assets by accurately scanning and maintaining physical inventory, cycle counts and high-ticket counts.

Alumni Engagement Coordination(Short-term Contract), Niagara College, Welland, Ontario

Aug 2024 – Sep 2024

Intern for Alumni Relations, Niagara College, Welland, Ontario

Mar 2024 – Apr 2024

- Coordinated alumni-related events, including fundraising initiatives such as Renaissance: The Gala and Golf Classic 2024.
- Implemented a strategic approach in creating contents and write ups for social media posts, which led to enhancing engagement in impressions and interactions with alumni and prospective students.
- Collaborated with the marketing department to promote alumni relations on social media, driving visibility.
- Initiated feature stories on alumni for magazines, InsideNC and Encore, highlighting alumni achievements and fostering stronger connections with the college community.
- Assisted with incoming alumni profiles via email and website, liaising with alumni to obtain key information and coordinating with departments to ensure profile completion.

Cash and Sales Representative, TJX – Winners, Canada

Oct 2022 – Dec 2022

- Provided exceptional customer service by assisting shoppers with product inquiries, purchases, and returns
- Operated cash registers efficiently, processing transactions accurately and handling cash, credit, and debit payments.

Digital Marketing Strategist, AR Agro Products / LaStevia – Teraventura Agro and Textiles Pvt Ltd, India

Sept 2020 – July 2022

- Developed and implemented marketing strategies aligned with the organization's business goals, managing campaigns across digital channels such as email, social media, search engines, and display advertising.
 - Successfully launched 5 major campaigns annually, resulting in 15% increase in online engagement and 20% boost in lead generation.
 - Worked with creative, content, and web development teams to produce engaging content and optimize user experience.
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EDUCATION

Graduate Certificate in **Public Relations**, Niagara College, ON

2024

Graduate Certificate in **Social Media Management**, Niagara College, ON

2023

Master of Business Administration in **Project Management**, Bharathiyar University, India

2022

Diploma in **Digital Marketing**, Alpha Academy, United Kingdom

2021

Bachelor of Science in **Visual Communication (Electronic Media)**, Bharathiyar University, India

2012

Awards and Other Certificates: District Training Designate - Rotary International Dist. 3201 (2011), Student Social Media Marketing Certification (2022), Google Data Analytics (2023), Associate Deans Award in Social Media Management (2023)

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PROJECTS/ VOLUNTEER EXPERIENCE

Humane Society of Greater Niagara (HSGN)

2024

- Created content and templates for the HSGN's social media platforms

Niagara College Events and Social Media

2023 - 2024

- Organized an End of the Year Award Event for the Computer Programming students. Article: [InsideNC](#)
- Devised promotional campaign to promote the use of reusable coffee mugs to save costs for the college's Sustainability Dept.
- Produced seven video podcast episodes for the Social Media Management Dept.

Volunteering

2008 – 2009, 2022 - 2025

- Volunteered with NIS (Niagara International Students), a sub-branch of ISMC (International Student Ministries Canada), a non-profit organization, supporting event setup and teardown, food service, and administrative tasks. Actively participated in initiatives aimed at assisting international students, offering emotional support during challenging times, and contributing financially to further the organization's mission of sharing the love of our Lord, providing comfort, and fostering a sense of community among international students.
- Volunteered with the Rotary Club of Coimbatore Texcity and the Rotaract Club of BACAS, facilitating the collection and distribution of surplus food from restaurants to individuals in need. Additionally, assisted in gathering clothing and essential supplies to support underprivileged communities.
- Volunteering with Tender Wishes, a non-profit organization dedicated to granting wishes for terminally ill children.