

MANYA VERMA

Marketing Professional

Summary

A motivated marketing professional looking for a full-time position in a marketing role that offers a greater challenge and an opportunity to advance my professional and personal growth.

Connect with Me



<https://www.manyaverma.com/>



<https://www.linkedin.com/in/manyaverma/>

Education

Graduated March 2018

ADVANCED DIPLOMA.
BUSINESS ADMINISTRATION
MARKETING
Seneca College
Toronto, ON

Graduated March 2018

HIGH SCHOOL DIPLOMA
Carmel Convent School
New Delhi, India

Skills

- Social Media Management
- Brand Management
- Search Engine Optimization (SEO)
- Website Design & Management
- Email Marketing
- MS Office and Google Suite
- Content Creation
- Copywriting
- Canva / Adobe Suite
- Google Analytics
- Google Ads
- Meta Ads
- Community Management
- Customer Care

Experience

January 2023 - Present

SOCIAL MEDIA SPECIALIST

Villa Charities
Toronto, ON

- Crafted an interactive social media strategy aligning with the company's mission, driving growth, awareness, and engagement.
- Produced concise, insightful reports using Meta Business Suite and Google Analytics. Analyzed performance metrics, identified trends, and provided data-driven recommendations for enhanced campaign outcomes. Leveraged analytics for continuous improvement and strategic refinements.
- Effectively managed various platforms, achieving follower growth and crafted paid campaigns for increased website traffic, leads, sales, and followers.
- Created a comprehensive content strategy, which included a detailed content calendar, copy and graphics. Collaborated with influencers, brands, and sponsors. Actively participated in company events, captured images and videos to enrich content creation efforts, elevating overall results.

August 2020 - July 2022

BUSINESS & MARKETING ADMINISTRATOR

Dexterity Professional Development
Toronto, ON

- Crafted cohesive marketing strategies aligned with corporate goals, market dynamics, and thorough research.
- Managed Social Media Platforms, refined content calendars to mirror brand essence. Crafted captivating visuals coupled with engaging, valuable content. Developed an automated email marketing via MailChimp, streamlining communication for maximum impact.
- Initiated impactful SEO campaigns, garnering 150K+ monthly impressions and 2K+ unique visitors via Google and Facebook Ads. Continuous KPI analysis informed strategy enhancements.
- Curated multiple blogs and elevated freelance Blog submissions through meticulous SEO-focused edits, ensuring resonance and maximized visibility.

Certifications

INBOUND MARKETING

HubSpot

GOOGLE ANALYTICS FOR BEGINNERS

Google

GOOGLE ADS – SEARCH

Google

GOOGLE ADS – MEASUREMENT

Google

CREATING OPTIMIZED WEB GRAPHICS

LinkedIn

WORDPRESS 5 ESSENTIAL TRAINING

LinkedIn

MAPPING THE MODERN WEB DESIGN PROCESS

LinkedIn

UNDERSTANDING COPYRIGHT: A DEEPER DRIVE

LinkedIn

LEARNING EXCEL 2016

LinkedIn

WEB DEVELOPMENT FOUNDATIONS: WEB TECHNOLOGIES

LinkedIn

LEARN SOCIAL MEDIA MONITORING

LinkedIn

MARKETING ON INSTAGRAM

LinkedIn

● October 2021 - December 2021

DIGITAL MARKETING CONSULTANT (FREELANCE)

Steps 2 Better Health Massage

Toronto, ON

- Collaborated to develop and implement an integrated marketing strategy.
- Analyzed and researched trends to design a creative brief for the brand identity.
- Assisted in setting up and optimizing analytics tools for tracking visitors' behaviours.
- Collaborated to develop a content strategy for all social media platforms, designed various post templates for future use.

● January 2020 - April 2020

TEAM MEMBER

Seneca Student Federation

Toronto, ON

- Coordinated services for events, such as accommodation and transportation for participants, facilities, catering and decor.
- Maintained records of event aspects, including financial details.
- Engaged with students, providing informed responses about products and promotions while fostering a welcoming atmosphere.
- Coordinated detailed record-keeping, and personalized customer interactions to enhance overall experiences.

● January 2020 - April 2020

TEACHING AND MARKETING VOLUNTEER

Seneca Student Federation

Toronto, ON

- Proposed online and multiple-channel campaigns to marketing executives. Created and implemented content and communications strategy for Instagram.
- Collaborated with other marketing staff to integrate marketing strategies across multiple channels to raise funds.
- Assisted children belonging to low-income households with school work and taught them english, math and drawing. Planned and executes different activities such as talent hunt, spelling bee.
- Convinced families to send their children to school. Collaborated with supervisors to plan and manage various fundraising events.