


MANNAT NARULA

Marketing Specialist

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☎ 437-566-0121  Ontario

Strategic and results-driven **Social Media & Digital Marketing Specialist** with 3+ years of experience in content creation, branding, and audience engagement. Proven track record of growing social media communities by 40%+, generating 1M+ content views, and executing influencer collaborations with 25+ partners. Experienced in paid ad campaigns (Google Ads, Meta Ads), SEO (SEMrush, Ahrefs), and data-driven marketing. Recently contributed to **Devxchange International Programs (Ontario, Canada)**, enhancing customer engagement by 30% and increasing email open rates by 25%.

EDUCATION

Marketing Management, Fanshawe College

Jan 2025 - Sept 2025

Relevant Coursework: Market Research, CRM & Automation, SEO & Google Analytics, Social Media & Content Management, Digital Product Innovation.

Digital and Content Marketing, York University

Jan 2024 - Sept 2024

Relevant Coursework: Digital Marketing, Social Media & SEO, User Engagement & Automation, Content Creation & Amplification.

KEY SKILLS AND TOOLS

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- **Social Media & Content Marketing:** Facebook, Instagram, LinkedIn, TikTok, Content Strategy
 - **SEO & Digital Ads:** Google Ads, Meta Ads, PPC, SEMrush, Ahrefs, ScreamingFrog, Moz Links
 - **Design & Branding:** Canva, Adobe Photoshop, Adobe Premiere Pro, CapCut
 - **Email & CRM:** Mailchimp, HubSpot, Email Automation
 - **Project Management & Analytics:** GA4, Meta Insights, Asana, Notion, Slack

VOLUNTEER

Marketing Coordinator | Devxchange International Programs, Ontario

Sep 2024 – Dec 2024

Devxchange International Programs is a Canadian non-profit organization that supports global development projects through partnerships.

- Optimized **Google Ads**, boosting conversion (fundraising and trip volunteering) rates by 15%.
- Developed **email marketing strategies**, improving email open rates by 25%.
- Created **newsletter** content and led **community outreach campaigns**.
- Assisted in **planning and coordinating** fundraising events, ensuring smooth execution.
- **Supported internal communication** efforts by drafting announcements, newsletters, and marketing collateral for stakeholders.
- Conducted market research, **identifying trends and opportunities** for campaign optimization.

EMPLOYMENT HISTORY

Social Media Coordinator | Active Clinics

Jul 2022 – Dec 2023

Active Clinics is a healthcare provider specializing in high-end health and wellness treatments, often catering to high-profile individuals.

- Increased social media followers by 40% through **engagement-driven content strategies**.
- Achieved 1M+ content views by **leveraging short-form videos**, reels, and **interactive campaigns**.
- Managed 10+ **influencer collaborations**, strengthening brand credibility and visibility.
- Implemented LinkedIn and Instagram growth strategies, increasing **audience retention** by 20%.

Contract Graphic Designer & Social Media Specialist | Vanilla Skills Pvt. Ltd.

Jan 2021 – Jun 2022

Vanilla Skills Pvt. Ltd. is a B2B LinkedIn-first marketing agency focused on thought leadership, employer branding, and social media strategy.

- Designed **150+ branded assets** (Canva, Adobe Suite), **boosting LinkedIn engagement** by 5%.
- **Produced short-form video** ads, increasing audience retention by 20%.
- **Leveraged LinkedIn Sales Navigator**, enhancing **content personalization and engagement**.

ADDITIONAL INFORMATION

- Passion for mental health care, pet care, and digital storytelling.
- Created and managed content for a **personal pet Instagram account**, achieving **1.8M views on a single reel** and **consistently generating 20K-50K** views per post with only 3K-5K followers.
- Strong understanding of **social media trends**, influencer culture, and engagement tactics.
- Experience in **personal branding** for professionals & thought leadership development.
- Experience in videography, photography and professional editing using Adobe Creative Suite.