

KRITIKA LALWANI

Marketing CO-OP Student

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Kamloops, British Columbia [kritika-lalwani](#)

Dedicated and results-driven marketing professional with over four years of experience at EKCS. Confident and capable of taking ownership of projects to ensure the best end results. Eager to embrace new challenges and tasks.

HIGHLIGHTED SKILLS AND QUALIFICATIONS

- Developed marketing and sales expertise through hands-on retail customer service experience.
- Honored with an academic entrance scholarship for outstanding academic achievements.
- Honored with Best Employee and Star of the Month awards for exceptional customer service.
- Managed and optimized social media campaigns using HubSpot and Canva.
- Hootsuite Platform Certification, Hootsuite Academy, [2024], (Social Media Management Platform).
- Versatile and adaptable professional proficient in HTML and WordPress, with expertise in creating landing pages and managing websites.
- As a social media freelancer managed social media accounts for a diverse range of clients across various industries.

PROFESSIONAL EXPERIENCE

EKCS Canada Inc.

Marketing Consultant • Feb 2024 - Present

- Create and schedule compelling content using HubSpot to different social media platforms and on the company's website to increase brand awareness and differentiate EKCS from its competitors.
- Analyze campaign data to understand what content works best, and provide support in the creation of new content as per the insights drawn.

Walmart Supercenter | Kamloops, British Columbia, Canada

Sales Associate • Sep 2023 - Present

- Efficiently stock consumable items on the sales floor, ensuring accurate placement and adherence to merchandising standards and collect cash and other forms of payment securely.
- Address customer inquiries and concerns, ensuring a positive shopping experience.

EKCS India Pvt. Ltd.

Assistant Marketing Manager • Aug 2022 - Aug 2023

- Collaborated with other teams, like sales and production to develop and/or execute marketing campaigns/content to ensure brand consistency across all collaterals.
- Supported EKCS marketing sales team by creating sales pitch marketing collaterals as per the client brief using PowerPoint and HubSpot.

EKCS India Pvt. Ltd.

Marketing Communication Executive • Mar 2020 - Aug 2022

- Promoted the services of the company through social media. Coordinated the design of sales support material like landing pages and presentations.

WildPunch Design Pvt. Ltd

Social Media Intern • May 2019 - Jul 2019

- Monitored and responded to customer queries, comments, messages, and mentions on social media platforms to enhance customer satisfaction and engagement.
- Collaborated with the social media team to develop and maintain a content calendar that aligns with marketing campaigns and events

The Times Of India

Media Intern • May 2018 - Jul 2018

- Assisted in researching, writing, and editing articles, features, and news pieces for print publications
- Prepared interview questions, record interviews, and transcribe them accurately for use in articles
- Collaborated with the editorial team to edit and proofread articles for grammar, style, and accuracy

EDUCATION

Post Baccalaureate Diploma in Marketing

Thompson Rivers University • Aug 2023 - Present

- Dean's List (Fall 2023 & Winter 2024) - 4.04 CGPA - IELTS - 8.0 band
- Marketing CO-OP Student
- Courses of interest- Professional selling, Social Media Marketing and Management Information Systems

Bachelors of Arts (Journalism & Mass Communication Honours)

Bennett University • Jul 2017 - May 2020

- Academic Scholarship - 8.45 CGPA
- Courses of interest- Brand Management, Digital Marketing, Public Relations, Print / Digital Journalism

VOLUNTEER EXPERIENCE

- Acted as a Campus Reporter for Delhi Times, contributing to news coverage and feature related to campus events and activities.
- Led the Sports Department as Editor Head at Bennett University, overseeing content creation, editing, and publication for sports-related topics.
- Acknowledged with a certificate for exceptional dedication and leadership while serving as the House Captain, consistently demonstrating exemplary work throughout the tenure.
- Core member of the student committee and Adventure club at Bennett University.