

KHUSHI GIRI

Creative Communication Specialist

EDUCATION

Centennial College | 2018-2020
Lifestyle Media
Advertising – Creative and Digital Strategy

University of Mumbai || 2014-2017
Bachelors in Mass Media – Advertising

Uptal Sanghvi School || 2012 -2014
A & AS Levels

Alliance Francaise || 2012 & 2014
A1 & A2

SOCIAL MEDIA

LINKEDIN
INSTAGRAM
WEBSITE
EMAIL

WORK

Freelance: Digital Copywriting, Social Media Management, Design, Creative Strategy | 2015 – Present

Lincoln Canada, Alanna Cavanagh, School Coffee, The Barista League

- Collaborated with diverse 20+ clients in Canada from various industries: automobiles, food, cafes, clothing, and art
- Translated innovative ideas into captivating visual content: illustrations, graphics, and impactful brand assets
- Spearheaded dynamic social media campaigns, fostering engagement and elevating brand recognition
- Crafted persuasive narratives, authentically elevating each client's unique identity, resonating with target audiences
- Thrived in fast-paced environments, delivering high-quality work within tight deadlines and budgets.
- Created captivating, user-friendly websites showcasing brands to potential stakeholders with exceptional visuals

General Brand Manager

Page One Cafe | May 2019 – December 2023

- Developed engaging social media content, boosting follower engagement.
- Teamed up with influencers to craft engaging lifestyle content.
- Redesigned webpages, event menus, and banners for enhanced visual appeal.
- Curated and designed seasonal menus, creating enticing culinary experiences.
- Managed third-party platforms: Ritual, UberEats, and DoorDash for seamless operations.
- Provided food styling expertise for special events and content production.
- Led and managed cafe operations, overseeing inventory, scheduling, hiring, training, and event planning.
- Conducted interviews, hiring, and training of new staff members to build a skilled team.
- Gained expertise in coffee, bean origins, and different extraction methods.
- Mastered espresso dial-in and perfected the art of latte art

Social Media Coordinator

Credit Canada | April 2022 – November 2022

- Coordinated with external vendors and facilitated media inquiries
- Worked closely with CEO Bruce Sellery on media outreach
- Spearheaded the company's rebrand, designing graphic elements, social media templates, merchandise, and office decals. Assisted in the website redesign
- Crafted engaging content for daily social interactions across multiple brands
- Produced persuasive copy for media outreach, social media campaigns, and strategic sponsorships
- Collaborated on sponsored content with Canadian Bankers Association and Financial Consumer Agency of Canada
- Created & scheduled newsletters and webpages for webinars using HubSpot

A girl with messy, curly hair and an even messier head filled with stories from near and far. This girl is best at penning thoughts and posts for global brands, and occasionally for herself

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Content Curator

The Ink Spiller | September 2017 - June 2020

- Crafted engaging content and book reviews for leading publishers: Penguin Random House, Harper Collins, Simon & Schuster, Andrew Mcmeel, and indie authors.
- Diversified content creation for global authors across various genres.
- Garnered attention with thematic campaigns: PrideReads (2018, 2019, 2020), BookVsMovie, and GoodbyeMumbai.
- Utilized Google Analytics for blog performance and audience engagement.
- Cultivated connections with bloggers and authors, fostering collaborations.
- Brainstormed compelling content and visuals, amplifying blog visibility.
- Strategically managed social media calendars with Later, Preview, Sprout Social.
- Executed successful paid promotions, expanding reach and impact.

Digital Copywriter

Teen Bandar | April 2018 - July 2018

- Curated & planned social media content for Inox, India's biggest movie cinema partner
- Brainstormed and conceptualized campaigns for Self-Drive 365, a self-travel brand, generating engagement on social media
- Organized contests and giveaways for concerts and celebrity meet and greets
- Conducted movie review interviews and a successful mother's day campaign

VOLUNTEER

- **Pride TO:** Assisted with attendee registrations for events
- **GiveAMask:** Analyzed social media performance, enhanced community engagement with DollarEighty. Crafted and published weekly newsletters via Klaviyo
- **SoSheSlays:** Authored articles aligned with the seasonal theme
- **Weirdass Pajama Festival (Vir Das):** Captured captivating videography and photography for stand-up comedy shows featuring global comedians

INTERNSHIPS

North Star | Zostel | Beehive | Lowe Lintas
| 2014 - 2019

- Wrote copy for social media campaigns, print media, press releases and internal use documents.
- Developed and pitched proposals and campaigns for multiple clients
- Worked on CRM for Twitter and Facebook
- Curated content for clients in industries such as travel, entertainment, real estate, hotel, and more
- Researched and further developed brand identity
- Facilitated and transcribed interviews with channel actors and media.
- Secured feature spots for clients in traditional media.

PROFICIENCIES

Later, Hootsuite, Hubspot,
Buffer, Sprout Social
Wordpress and Wix
Adobe Creative Cloud
Google Analytics
Google Ads
Mailchimp & Klaviyo

SKILLS

Social Media Management
Content Creation
Webpage Writing
Brand Building
Media Outreach
Creative Strategy
Graphic Design
Influencer Outreach
Online CRM

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