

Dhwani Oza

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 [Portfolio](#)

PROFESSIONAL SUMMARY

"Dynamic and results-driven Social Media Marketing professional with a solid understanding of digital strategies and a passion for creating engaging content. Proven experience in developing and implementing social media campaigns that foster community interaction and drive engagement. Skilled in performance analysis, content creation, and staying up to date with the latest trends to optimize social media channels. Demonstrated ability to grow brand visibility and deliver measurable outcomes through data-driven decision-making."

SKILLS

Digital & Social Media Marketing

Content Creation & Curation

Video Editing

Time Management

Social Media Metrics & Analysis

Teamwork

Campaign Management

Up to date with trends

Team Collaboration

Graphic Design

EXPERIENCE

Mayfair Club | Fitness Club Toronto

Cafe Server
June 2024 – Present

- Serve food and beverages to club members, ensuring high levels of customer satisfaction.
- Maintain a clean, organized, and well-stocked café area.
- Accurately take orders and process payments using POS systems.
- Prepare and serve coffee drinks and other beverages.
- Foster a welcoming atmosphere for patrons, handling inquiries and resolving issues professionally.

Blue Phoenix Studios, Whitby ON

Digital Marketing Intern (CO-OP)
April 2024 – May 2024

- Assisted in the development of digital marketing campaigns, focusing on content creation and platform management.
- Conducted market research to support content strategy and ensure alignment with industry trends.
- Monitored and reported on social media performance, offering insights for optimizing future campaigns.

Global Colliance, Gujarat India

Social Marketing Manager June

2020 – August 2023

- Developed and executed digital and social media strategies to boost brand visibility and engagement.
- Created, curated, and managed content across platforms, achieving a 25% increase in engagement.
- Actively engaged with followers to build a strong community, handling inquiries and feedback.
- Monitored social media metrics and KPIs using Google Analytics, optimizing content for better performance.
- Led successful promotional campaigns, including a product launch that increased sales by 15%.
- Conducted competitor analysis to stay current with industry trends and create relevant content.
- Collaborated with design and marketing teams to ensure consistent branding across all channels.

Projects

Whispering Shadows (Short Film)

Director, Writer, and Producer | Loyalist College | March 2024

- Directed and produced Whispering Shadows, a short horror film that involved leading a team through preproduction, shooting, and post-production.
- Wrote the script and created the visual and narrative structure, contributing to the film's haunting and suspenseful tone.
- Managed a multi-disciplinary team, coordinating between actors, camera crew, and post-production editors to ensure a seamless production process.
- Applied filmmaking techniques learned during the Advanced Filmmaking and Digital Content Creation program to create a visually engaging and suspense-driven story.
- Promoted the film on social media platforms to generate interest, engaging with the audience, and receiving positive feedback for its execution.

EDUCATION

- P.G. Diploma - Digital Content Creation and Strategy
Georgian College | Barrie, Canada | September 2024 – June 2025 (Enrolled)
- P.G. Diploma – Advanced Filmmaking and Digital Content Creation Loyalist College | Belleville, Canada | September 2023 – June 2024

CERTIFICATIONS

- DIY Filmmaking Tips Weekly

- Essential Skills of Social Media Manager
- Marketing Analysis: Presentation Digital Marketing Data