

NAYANA AGRAWAL

DESIGN & EXPERIENCE SPECIALIST

[See my Github profile here](#)

TOOLS

Figma | Lucidchart | GitHub | React & Node.js | Adobe Suite

SKILLS

- Conceptualization, design and execution of **digital marketing strategy** to communicate with customers.
- Content, stylistic, and copy **writing & editing** in collaborative and independent environments.
- Adobe InDesign, Photoshop, & Illustrator. Figma, Lucid Chart, & Canva for **project planning** and **wireframing**.
- **Developing webpages using frameworks** like React, Bootstrap, Angular, and WordPress.

VOLUNTEER WORK

Editor: Slate Magazine

University of Toronto, Mississauga // 2021-23

- Managed social media account for Slate.
- Worked with two student writers to refine their writing and prepare it for publication.

UTM Library Ambassador

University of Toronto, Mississauga // 2019-20

- Learned important Photoshop and Illustrator skills. Applied them to make social media content for library.
- Hosted library events, created promotional material, and gave library tours to prospective student groups.

President-Founder of Book Publishing Club

Jakarta Intercultural School, Indonesia // 2017-18

- Founded project to write, translate, illustrate, and distribute folk-stories to local schools and libraries.
- Managed **translating, writing, and illustrating** teams to meet deadlines and create quality work.
- Pitched project to school's PTA to obtain funding.
- **Distributed 60 copies** of our book to local community.

George Brown College

Postgraduate Certificate (2024 – present)

Front End Development

University of Toronto, Mississauga

Honours Bachelor of Arts (2018-22) graduated with distinction

Double major in communication and professional writing

Digital Communications Certificate, Sheridan College

WORK EXPERIENCE

Design and Marketing Experience Specialist

Zucora Inc. // London, ON (remote) // June 22 - present

- Created marketing campaign to target British Columbian businesses. Designed **16 assets** for use with online marketing & a landing page to complete the user journey.
- Designed landing pages & created templates on **WordPress** for digital marketing. Used **Google Analytics** for KPI tracking.
- Developed an ad campaign and provided creative assets from original concept to execution. Assisted with **Google AdWords**, **retargeted advertising**, and creating an **e-blast**.

Communications and Social Media Assistant

Alumni Relations Office // University of Toronto // Sept 20-Jan 22

- Jump-started the Instagram and Facebook accounts & posted regularly until our **engagement grew by 60%** and average likes increased from 10-12 per post to **45-55 likes per post**.
- Brainstormed, planned, and organized 10 campus events including ice skating and Exam Jam with **over 200 unique participants**.

Content Strategy Development Intern

Aditya Birla Group // Mumbai, India // June-July 2020

- Presented a **marketing strategy** with trackable Analytics tags, smart KPIs, and visual brand guidelines for a blog revamp.
- Proposed a remake of the internal **communications calendar** based on the company's diverse workforce with inclusion of various cultural holidays, events, and festivals.
- Upgraded the onboarding and training software with current WCAG 2.0 accessibility standards.