

# Parth Shahanand

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## Profile

**Marketing and Production Professional** with over 8 years of experience, building strategies and executing campaigns that create brand awareness and loyalty. Experience spans local and global brands and organizations across areas of production, project management, visual communication, social publishing, graphic design, partner relations, digital campaign building, content curation, and brand leadership. Known as a people connector with a passion for building genuine relationships with internal and external stakeholders. Collaborative leader who enjoys mentoring and coaching others to achieve business goals and grow their careers. Thrives in fast-paced, diverse environments where growth mindsets are the norm.

## Key Skills and Attributes

Production | Digital Marketing Strategy | Social Media Strategy | Digital Advertising | E-mail Marketing | Graphic Design | Budgeting | Project Management | Copywriting | Brand Management | Data Analytics | Visual Communication | Content Strategy and Curation | Audience and Identity | Campaign Development | Cross-functional Leadership | People Leadership

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## Experience

**CBC Sports** — Toronto, ON  
Producer, Brand Integration (2023-2024)

November, 2023 to September 2024

*Reported to the Senior Interactive Producer. Responsible for leading production, project management, and execution of brand strategies for the Paris 2024 Olympic and Paralympic Games on digital and social; working on brands such as Toyota, Sobeys, Coca-Cola, Petro-Canada, Air Canada, Bell, RBC, etc.; managing associate producers, graphic designers, and video editors; collaborating and liaising with various departments across CBC.*

- Led the production, development, and execution of digital and social concepts and campaigns that exceeded client expectations, KPIs, and performance benchmarks.
- Earned upwards of 300 million video views and 16.5 million engagements across CBC Olympics' and CBC Sports' owned and operated social media channels.
- Oversaw design and development of interactives, websites, applications, etc. working alongside UI/UX designers and developers.
- Worked with internal and external teams to produce high-quality digital and social media content from storyboarding to script writing to editing to final delivery.
- Managed social media content calendars and assigned, coordinated and supervised the work of team members and external freelancers towards executing said calendars.

**Diply** — London, ON  
**Brand Strategist (2021-2022)**  
**Social Media Strategist (2020-2021)**

October, 2020 to November, 2022

*Reported to the Brand Manager. Responsible for creating, executing, and reporting on brand strategies; designing, curating, and scheduling content; writing copy; collaborating with the writing team; staying on the beat of trending content; and building and managing community moderation strategy.*

- Developed and executed organic social growth strategies, resulting in 103% increase in sessions year over year.
- Stayed on the beat of viral content, growing engagement by 65% quarter over quarter.
- Owned brand strategy for the flagship social pages, growing engagement and reach quarter over quarter.
- Developed and implemented graphic design standards for multiple platforms, resulting in meaningful and positive engagement in Diply's communities.
- Collaborated with the writing and graphic design team on high-performing copy, visuals, and content packaging.
- Provided in-depth performance metrics across the company which were used to build brand strategies resulting in growth in readership and engagement.

**Zcypher** — Mumbai, India  
**Brand Operations Manager**

October, 2018 to May, 2019

*Reported to the CEO. In charge of setting up a digital marketing roadmap and pitching social media and digital marketing strategies to clients. Worked in industries ranging from edtech, pet products, and CPG, to hospitality, film, and NGOs. Creating, executing, and reporting on brand strategies; designing, curating, and scheduling content; writing copy; liaising with the graphics and video team for shoots and content creation; staying on the beat of trending content; and building and managing community moderation strategy.*

- Owned brand strategy for multiple client accounts, growing engagement and reach quarter over quarter.
- Developed and executed paid and organic social growth strategies, resulting in a 45% increase in followers.
- Stayed on the beat of client-specific business requirements, leading to account retention and stakeholder success.
- Developed and implemented digital marketing standards for new and existing clients, thereby establishing new business avenues for the agency.
- Collaborated cross-functionally on high-performing digital, photo, video, graphic, and online content.
- Helped launch two new brands and operated digital marketing framework for them.

**NBA India** — Mumbai, India  
**Copywriter**; agency: Monk Media Network (2017-2018)  
**Social Writer**; agency: Sooperfly (2016-2017)

September, 2016 to June, 2018

*Reported to the Account Manager. Responsible for creating, executing, and reporting on brand strategies; designing, curating, and scheduling content; writing copy; collaborating with the graphics, standards, and business intelligence teams; staying on the beat of trending NBA news and content; and building and managing community moderation strategy.*

- Developed and executed paid and organic social growth strategies, resulting in 150% increase in followers year over year.
- Helped develop audience strategy for the regional Indian market, resulting in an increase in broadcast viewership and digital growth.
- Developed overarching campaigns for the flagship social pages, growing engagement and reach throughout two seasons.
- Updated and implemented ethics standards for multiple platforms, resulting in meaningful and positive engagement in the NBA's communities.
- Collaborated with the video and graphic design team on high-performing visuals and content packaging.
- Provided in-depth performance metrics across platforms which were used to build brand strategies resulting in growth in viewership and engagement.
- Collaborated cross-functionally on off-site events and owned content creation and curation.

## **Storypick** — Pune, India Creative Writer

January, 2016 to September, 2016

*Reported to the CEO. In charge of research, crafting longform copy, editing, and publishing; creating engaging graphics and curating visuals for articles; staying on the beat of — and pitching — trending news and viral content; verifying facts and statistics; and reviewing each piece of content for grammar, spelling, punctuation, flow, voice, and compliance to SEO standards.*

- Researched, crafted, edited, and published over 200 longform articles, resulting in 30% increase in readership quarter over quarter.
- Upheld compliance to SEO standards and digital journalism ethics.
- Developed graphics and responsibly sourced and curated visuals for packaging, growing engagement and reach for the platform.
- Collaborated cross-functionally on off-site events and owned content creation and curation.
- Stayed on the beat of viral content and trending news, regularly resulting in first-to-market reporting and online longevity.
- Pitched, owned, and published original fiction and non-fiction ideas, resulting in meaningful growth of diverse readership.

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## Education

### **University of Mumbai** Bachelor of Engineering in Information Technology

September, 2011 to June, 2015

## Technical Skills

**Social Listening, Publishing, and Analytics tools:** Meta Business Suite, CrowdTangle, HubSpot, Emplifi, Surge, Sprout Social, Buffer, Later, Hootsuite.

**Design software:** Adobe Photoshop, Adobe Illustrator, Adobe Premiere Pro, Adobe InDesign, Adobe Lightroom, Figma, Canva, Framer.

**Other technologies:** Google Workspace, Microsoft Office Suite, Notion, Obsidian, OBS Studio, Mailchimp, Substack, Github, Slack, Confluence, JIRA, MPX.