

# SATHYA SURESH

## CONTACT

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Brantford, ON

## EDUCATION

**Wilfrid Laurier University**  
**BA (Hons) in Digital Media and Journalism**  
**2021-present**

- Vice President of Sustainability and Social Change
- Marketing Executive of Intercultural Students Association of Brantford
- General Member of Digital Media & Journalism Association

**Sunway College, Malaysia**  
**Ontario Secondary School Diploma**  
**2019**

- Student Ambassador
- Assistant Director of Talent Night
- Event Member of Community Welfare & Fundraisers
- Member of Student Council
- Emcee at an event
- Collaborated in an anthology

## SKILLS

- Microsoft Office: Word, Excel, PowerPoint
- Adobe Creative Suite: Photoshop, Illustrator, Lightroom, Premiere Pro, Audition
- Canva
- Web Development: HTML, CSS
- Digital Marketing: Social media strategy, market research, content creation, copywriting
- Social Media Management: Facebook, Instagram, Twitter, TikTok, analytics tools
- Photography
- Blogging & Web Content Creation

## ACHIEVEMENTS

- Certificate in Digital Marketing
- Articles published on front pages
- Social media growth metrics
- Successful event organization
- Significant content engagement or outreach

## WORK EXPERIENCE

### Freelance Writer

Chamber of Commerce Brantford-Brant, Brantford  
Sept 2024 - Present

- Write bi-monthly articles for InTouch magazine, focusing on local events, business developments, and community issues.
- Conduct interviews with business leaders, event organizers, and community members to gather insights and stories.
- Collaborate with the Chamber team to align content with organizational goals and objectives.
- Craft engaging, well-researched articles adhering to Canadian Press style guidelines, with a 500-700 word limit.
- Highlight Brantford's economy, fostering connections and encouraging business engagement within the community.

### Social Media Manager

The Sputnik, Brantford  
August 2023 - Present

- Created engaging content (text, images, videos) across platforms and managed the content calendar to maintain a cohesive brand voice.
- Engaged with the audience through comments, polls, and discussions, and handled live coverage of events and interviews on social media.
- Analyzed metrics to gauge audience engagement, adjust strategies, and conducted market research on industry trends and competitors.
- Developed, wrote, and managed a monthly newsletter, ensuring timely content delivery, alongside other social media manager duties.
- Stayed up-to-date with the latest social media trends and tools to optimize content strategies.

### International Student Leader

Wilfrid Laurier University, Brantford,  
June 2022- Present

- Developed promotional materials and organized events to engage diverse student audiences and foster collaboration between international and domestic students.
- Provided comprehensive support to over 30 international students, addressing academic, personal, and immigration-related concerns.
- Cultivated relationships with student leaders, faculty, and external organizations to promote cross-cultural understanding and enhance student services.
- Delivered critical information through various channels, ensuring accessibility and clarity for international students.
- Collaborated with stakeholders to assess and improve programs, advocating for the interests of international students to drive policy enhancements.

### Content Writer

In Real Life Malaysia, Kuala Lumpur  
Oct 2020 - June 2021

- Created content on diverse subjects under tight deadlines, including daily posts for Facebook and Instagram, boosting engagement.
- Proofread, edited, and reviewed content for accuracy, quality, and style consistency.
- Conducted market research and web research to enhance content relevance, incorporating data and images.
- Conducted interviews and crafted impactful narratives, aligning site content with organizational goals.
- Developed taglines, contributed to branding strategy, and published an article that received over 100,000 views in 24 hours.