

# SATHYA SURESH

## CONTACT

📞 4377723788  
✉ sure3800@mylaurier.ca  
📍 34 Nelson Street

## SKILLS

- Computer Skills: Experienced in MS Word, MS Excel, Powerpoint, Photoshop, Illustrator, Final Cut Pro, Lightroom
- Copywriting & Storywriting
- Active listening skills
- Ability to solve problems calmly and efficiently
- Good organizational skills and time management that
- Able to work in teams cohesively
- Goal planning
- Photography:  
<https://sureshportfolio18.my.canva.site/>

## ACHIEVEMENTS

- Certificate in Baking
- Certificate in Digital Marketing
- Certificate for participating in the International Youth Netball Tournament

## 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

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

Utama International School, Malaysia

IGCSE

graduate in 2018

- President of Editorial Club (2016)
- Member of Football Team (2015 to 2017)
- Member of Netball Team (2015 to 2017)
- Member of Debate Club (2015-2016)

## WORK EXPERIENCE

Preschool Teacher's Assistant

Unique Cares Child Care Development, Kuala Lumpur

May 2016 - August 2017

- Supported the lead teacher in maintaining a positive and inclusive classroom atmosphere.
- Assisted in the organization and management of materials and supplies.
- Encouraged and assisted children with personal hygiene routines, such as handwashing and toilet training.
- Responded to basic health needs and administered first aid when necessary.
- Reinforced positive behaviour and guided children in developing social skills.
- Assisted in managing challenging behaviours and conflicts in a positive and constructive manner.
- Provided individualized support to students, including helping with activities, crafts, and basic learning tasks.
- Offered assistance to children with special needs or additional learning requirements.
- Assisted the lead teacher in setting up and maintaining a safe and engaging classroom environment.
- Prepared materials, activities, and resources for daily lessons

Waitress

Royal Selangor Club, Kuala Lumpur

June- Oct 2018

- Ensured personalized service, managed reservations, and guided guests to tables while providing prompt attention to their needs.
- Presented menus with detailed dish descriptions, offered informed recommendations, and accommodated specific preferences and allergies.
- Maintained high cleanliness standards for tables, dining areas, and service stations, contributing to a sanitary and inviting restaurant environment.
- Actively restocked supplies and utensils, demonstrating a commitment to efficiency and team collaboration within restaurant operations.
- Thrived in a dynamic, high-volume dining atmosphere, showcasing proficiency in serving, clearing food precisely, and adhering to proper etiquette.
- Played a vital role in daily bookkeeping tasks, ensuring accurate financial records and contributing to the smooth financial operations of the restaurant.

Content Writer

In Real Life, Kuala Lumpur

Oct 2020-June 2021

- Pitched and contributed compelling content on diverse subjects under strict deadlines.
- Designed and authored engaging daily posts for Facebook and Instagram, consistently increasing follower engagement.
- Proofread and edited colleagues' copy for spelling, grammar, and punctuation, maintaining high-quality standards.
- Conducted market and industry research for targeted content creation, enhancing content relevance and reach.
- Liaised with individuals, conducted interviews, and skillfully crafted narratives to tell impactful stories.
- I worked with superiors in developing site content, making sure it was aligned with organizational goals.
- Performed extensive web research, collecting data and images to enrich assigned articles.
- Published an article that garnered over 100,000 views in less than 24 hours, showcasing content effectiveness.
- Developed memorable taglines and contributed to the overall branding strategy, resulting in enhanced brand recognition.
- Reviewed and edited content for accuracy, clarity, and adherence to style guidelines, maintaining brand consistency.

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**2021-present**

- Vice President of Sustainability and Social Change
- Marketing Executive of Intercultural Students Association of Brantford
- Social Media Manager at The Sputnik

**Sunway College, Malaysia**

**Canadian International Matriculation Program**

**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

**Utama International School, Malaysia**

**IGCSE**

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- Member of Debate Club (2015-2016)

## WORK EXPERIENCE

**Social Media Manager**

**The Sputnik, Brantford**

**August 2023 - Present**

- Created engaging and shareable content across various platforms, including text, images, and videos.
- Managed the content calendar to ensure a consistent and cohesive brand voice.
- Engaged with the audience through comments, polls, and discussions to encourage participation and gather feedback.
- Managed live coverage of events, interviews, and news conferences on social media platforms.
- Analyzed social media metrics related to news stories to understand audience engagement and adjust strategies accordingly.
- Conducted market research to stay updated on industry trends and competitor activities.

**International Student Leader**

**Wilfrid Laurier University, Brantford,**

**June 2022- Present**

- Developed and designed various posters and elements for events.
- Organized and successfully executed events, workshops, or conferences with the assistance of fellow international student leaders.
- Provided support and guidance to peers facing academic or personal challenges.
- Communicated effectively with diverse groups through emails, social media, and presentations.
- Established and maintained connections with other student leaders, faculty, and professionals.
- Collaborated with external organizations or entities for mutual benefit.