

Srishti Subash Gangolly

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SUMMARY OF QUALIFICATIONS

- Proficient in leveraging Adobe Illustrator, Canva, Figma, and Final Cut Pro to craft visually compelling content tailored for diverse projects and strategic initiatives to cater to the ever-evolving market trends
- Demonstrated leadership and community engagement, evidenced by a track record of managing media, community outreach, and marketing campaigns to drive results and foster collaboration within UTM CS/Math community.
- Exhibit strong communication skills in managing and creating targeted content for social media platforms like Instagram and LinkedIn, committed to mentoring team members to foster growth and assist in upskilling.
- Experienced in meticulous market research, crafting marketing campaigns, and aligning strategies with business objectives for seamless cross-functional collaboration while ensuring efficient responses to student needs and support.
- One of the organizers for UTM's Annual Hackathon, DeerHacks, for two consecutive years and organizing team was awarded the title of "Best Event of the Year 2023-2024." (**Awards Pitch, LinkedIn**)

TECHNICAL SKILLS

Languages: Java, Python, JavaScript, HTML/CSS

Frameworks + Tools: React, Figma, WordPress, Excel, PowerPoint

Content Tools: Canva, Adobe Illustrator, Adobe Photoshop, Final Cut Pro

Developer Tools: Git, VS Code, Visual Studio, PyCharm, IntelliJ, Eclipse, LaTeX

EXPERIENCE

Director of Community Engagement and Public Relations

May 2023 – Present

UTM Mathematical and Computational Sciences Society

- Manage outreach and marketing, increasing all social media engagement: Instagram(**450**), LinkedIn(**870**)
- Improve community engagement – recruiting mentors, judges, guest-speakers, workshop leads
- Oversee club liaison and industry relations, introducing and diversifying topics of workshops offered
- Handle communications, replying promptly and professionally to emails, and Instagram messages

Director of Marketing

Sep 2022 – May 2023

UTM Mathematical and Computational Sciences Academic Society

- Created multimedia content for Instagram (posts, reels and stories), making the space more aesthetic and interactive
- Developed and managed marketing campaigns, creating a sense of community and engagement
- Track and analyze marketing performance, understanding the type of content that resonates most with the audience.
- Managed and mentor marketing team, leading brainstorming sessions and assisting with market research

Content Creator

Jan 2022 – Sept 2022

Redefined Canada

- Transcribed and edited long-form video content for podcast, contributing to various aspects including creation of intros, thumbnails, clickbait, and descriptions.
- Writing content for LinkedIn: interview and podcast summaries, initiative overviews etc.
- Create multimedia content: Instagram posts, reels, stories etc, increasing followers by **300**
- Research and develop content ideas for Instagram

Marketing Associate

Dec 2021 – May 2022

UTM Google Developers Students Club

- Collaborated with internal team to engage with first-year students, tailoring GDSC content to their interests.
- Hosted general meetings – creating surveys, researching discussion topics, and co-hosted sessions with the lead.
- Increased event visibility, sharing announcements across first-year discord servers, lectures, and other socials.
- Aided Marketing and External teams in organizing events – study hubs, movie nights, and overseeing a booth at DeerHacks, Hackathon at UofT

EDUCATION

University of Toronto

Expected August 2025

Bachelor of Science in Mathematics, Minor in Computer Science and Professional Writing

- Relevant Courses: Computer Science and Computer Programming, Mathematical Proofs, Probability and Modelling, Linear Algebra, Social Media and Content Creation, Journalism