

DARSHANA SARAF

PROFESSIONAL EXPERIENCE

Marketing Coordinator

Überflip – TORONTO, ON | April 2018 – Sept 2018

- Creating content for various marketing initiatives including our website, email campaigns, social media platforms, advertisements, and events
- Collaborating with all cross-organizational partners to prioritize new content, messaging, and marketing initiatives
- Managed \$500,000 budget to plan and organize all logistic and marketing aspects of the annual marketing conference, – [Conex: The Content Experience](#), driving registration and increasing engagement by 50% since 2017

Marketing & Communications Specialist

IBM Canada – TORONTO, ON | Sept 2017 – Dec 2017

- Marketed IBM's largest Advanced Studies Conference – [CASCON 2017](#), on social media, reaching 5000+ attendees
- Organized various logistical execution of the conference taking on a management role
- Built and maintained professional relationships with company executives, keynote speakers, university professors

Communications Specialist

IBM Canada – OTTAWA, ON | May 2017 – August 2017

- Conducted unbiased product research and provided management teams with feedback for enhancement of user experience
- Analyzed competitive operating systems to quantify new technological trends
- Engaged with existing clientele to ensure successful adoption of Cognos Analytics
- Developed skills in market analytics and strategy using Watson Analytics and Cognos Analytics

PROFESSIONAL EXPERIENCE

Self Care & Travel Blogger – [@GoaGlow](#) | Ongoing

- Creating content for my self-care and travel blog, reaching over 200 followers worldwide
- Editing, photographing, and posting product reviews and routines for various skincare concerns

Personal Website – [darshsaraf.com](#) | Ongoing

Applying basic techniques and concepts of HTML to create content with images and a CSS defined layout

IBM Canada

FUTURE BLUE Social Lead – TORONTO, ON | Sept 2017 – Dec 2017

- Developing useful web applications for co-workers utilizing IBM open source technology
- Arranging career development workshops along with social activities to uplift company morale in order to provide an enriched and memorable work-placement for interns



647.863.6534



darshana.saraf@gmail.com



darshsaraf.com

EDUCATION

CARLETON UNIVERSITY, Ottawa, ON

Bachelor of Economics,
Minor in Business Marketing Candidate
Expected graduation: April 2019

UNIVERSITY OF TORONTO,
Mississauga, ON

Completed coursework towards Culture,
Communications, Information and Technology,
April 2015

KEY SKILLS

Marketing :

- Content Creation
- Brand Development
- Email – Marketo, MailChimp
- SEO and Inbound
- Storytelling
- Social Media Management

Analytics :

- Google
- Watson
- Cognos
- Tableau
- Microstrategy

Google AdWords Certifications :

- Display Advertising
- Mobile Advertising
- Video Advertising

Photography

Adobe Photoshop Lightroom