

# Geethanjali Velusamy

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## PROFESSIONAL EXPERIENCE

### Practicum teacher (co-op)

University settlements, Spadina.

Toronto, ON

April 2024

- **Facilitated workshops** to gather requirements and documented **process maps using MS Visio**, identifying inefficiencies and improving **workflow alignment by 20%**, ensuring operational efficiency and clarity.
- **Developed instructional materials and business-driven process manuals**, emphasizing **compliance, usability**, and **knowledge-sharing** across teams to enhance organizational processes and performance.
- **Created interactive dashboards** in MS Office and Excel to **analyze data**, track metrics, and provide **insights**, supporting **change management** and seamless program execution.

### Content editor (Internship)

Fanique groups,

Toronto, ON

January 2023 - April 2023

- **Designed and delivered multi-platform content**, including newsletters, press releases, and reports, ensuring alignment with business objectives and enhancing **communication effectiveness** to meet organizational goals.
- **Tracked and analyzed content performance metrics**, delivering actionable insights that improved **campaign engagement by 25%** and informed **strategic decision-making** for optimized outreach.
- **Collaborated with Agile teams** to design, execute, and evaluate campaigns, contributing to tailored **communication plans** that positively influenced behavior and enhanced **internal and external messaging** using innovative distribution.

### Instructional designer

DeepNeuron, Chennai.

Chennai, India

May 2021-June 2022

- **Developed e-learning materials** using instructional design models like **Bloom's Taxonomy, ADDIE, and SMART**, delivering structured and impactful training tailored to organizational needs.
- **Designed interactive content**, including **simulations and instructional videos**, and implemented solutions to enhance **user experience** and streamline processes, driving engagement and efficiency.
- **Incorporated multimedia elements** such as **infographics, screenshots, and video tutorials** to simplify technical content. Conducted **Training Needs Analysis (TNA)** and created **role-based training plans** aligned with learner.
- **Collaborated with SMEs and stakeholders** to deliver **accurate materials**, analyzed **performance data**, and supported **change management** for seamless adoption.

### Communication specialist – Data, Technology & Innovation.

Puthur bishop higher secondary school

Trichy, India

April 2018-April 2020

- Developed and executed strategies, ensuring consistent messaging aligned with organizational values such as **integrity, creativity, and teamwork**.
- Designed training materials and facilitated user testing, incorporating feedback to improve content **accessibility**.
- Monitored and tracked **program performance**, reporting on metrics and addressing gaps to ensure seamless execution.
- Managed administrative tasks, including scheduling meetings, preparing reports, and supporting **cross-functional collaboration**, ensuring efficient workflow operations.

## EDUCATION

George Brown College, Project management, Ontario College Graduate Certificate.

Toronto, ON

Humber College, Teaching English as Second Language, Ontario College Graduate Certificate.

Toronto, ON

Madras Christian college, English language and literature, Master of Arts.

Chennai, India

## SKILLS

- **Technical Skills:** SQL, Python, Data Visualization, MS Office, SAS, DAX, Fundamentals of AI and GenAI, GCP.
- **Project management:** Agile, Data Analysis, Data governance, Visualization, Sprint plans, Information Management, JIRA, Business process mapping, Process Documentation, SLA Management.
- **Communication skills:** Communication Strategy Development, Visual Content Creation, Data Analysis for Communication.

## PROJECTS AND CERTIFICATIONS

- Managed a **3-month e-commerce website project**, achieving a **90% performance score** using Agile methodologies and **JIRA**.
- **Analyzed sales trends and customer behavior** using Python, optimizing offerings and driving a 15% sales increase through menu redesign, pricing, and targeted promotions.
- **Developed analytical frameworks** for business setup, risk management, and strategic improvements, examining cases from startup processes to corporate branch optimization.
- **Analyzed and led initiatives in process automation, production expansion, and cultural alignment**, including studio booking automation, bakery distribution scaling, and promotion practices aligned with company values.
- **Designed and implemented tailored lesson plans**, using **innovative teaching methods** and data-driven insights to enhance curriculum delivery and improve engagement.
- Microsoft **Power BI Data Analyst Certification (PL-300)**.