

# HIRTEEKA SHRIVASTAV

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## SUMMARY

As a post-grad media student specializing in Advertising and Media Management, I am seeking an entry-level position in a media agency, particularly interested in the role of TV Investment Coordinator. Eager to apply my skills and knowledge to contribute to dynamic media planning and investment strategies, I bring a fresh perspective and a commitment to excellence in the evolving landscape of media advertising.

## EDUCATION

### Centennial College

**PG Diploma - Advertising in Media Management**  
2023 - Current

### Mumbai University

**Bachelor in Mass Media & Communication**  
2017 - 2020

## SKILLS

- Strong organizational and time-management skills
- Exceptional communication and interpersonal skills
- Ability to work independently and as part of a team
- Detail-oriented and able to handle multiple tasks simultaneously
- Friendly Demeanour and Inquisitive mind

## WORK EXPERIENCE

### Team Member

**Tim Hortons, Oshawa, ON | September 2023 - Present**

- Collaborated for efficient operations at Tim Hortons, excelling in order taking, cashiering, and food prep
- Ensured cleanliness and safety adherence
- Delivered friendly and efficient customer service
- Participated in training sessions for skill and product knowledge improvement
- Adapted adeptly to changing priorities, showcasing flexibility
- Contributed to a positive team culture

### Sales Representative

**TELUS, Toronto, ON | September 2023 - January 2024**

- Exceeded sales targets consistently at Telus as a Sales Representative.
- Built and maintained strong client relationships for increased customer loyalty.
- Effectively communicated Telus product benefits and features.
- Conducted impactful product demonstrations and presentations.
- Collaborated with the team to implement successful sales strategies.
- Stayed informed about industry trends and competitor offerings.
- Utilized strong negotiation skills to achieve deal closures.
- Provided prompt and exceptional customer service.

### Social Media Marketing

**Pinkvilla, Mumbai | July 2022 - July 2023**

- Developed and executed impactful social media strategies across multiple platforms.
- Elevated brand awareness, engagement, and contributed to increased sales.
- Produced engaging content consistent with brand voice.
- Oversaw social media accounts, ensuring high-quality customer service
- Collaborated cross-functionally to align social media efforts with broader business strategies.
- Monitored industry trends, creating timely and relevant content.
- Conducted regular analysis of social media metrics for optimization
- Improved overall effectiveness of social media marketing initiatives.