

# MEGHA BHATT

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88 Nepean Street, Ottawa, ON

## SUMMARY OF QUALIFICATIONS

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- Strong writing, web development, marketing and leadership skills developed through work experiences
- Excellent problem solving, time-management, interpersonal and analytical skills gained through various work and volunteer experiences
- Knowledgeable in multi-media marketing trends, tools and strategies

## TECHNICAL PROFICIENCIES

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- **Languages:** Python, HTML, CSS, Javascript and L<sup>A</sup>T<sub>E</sub>X
- **Software:** Microsoft Office, Photoshop, Illustrator, Dreamweaver, Blender and Stata

## EDUCATION

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**University of Waterloo, Waterloo**

*October 2014*

**Bachelor of Arts**

English - Rhetoric and Professional Writing, Specialization in Digital Media Studies

Minor in Economics

*Relevant Coursework:* Technical Writing, Business Communication, Writing for the Media, Econometrics, Designing Functional Programs, Statistics, Business Finance and Public Economics

## WORK EXPERIENCE

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**App Support Advocate**

February 2016 - Present

*Shopify*

*Ottawa, ON*

- Mediate conversations between developers and merchants to ensure a seamless resolution
- Educate our internal support teams about third party applications
- Troubleshoot and resolve issues regarding third party applications within the partners ecosystem

**Communications and Social Media Manager**

Summer 2015

*Canadian Touring Car Championship*

*Toronto, ON*

- Execute marketing and social media strategies for the upcoming race events to drive attendance and engagement growth
- Create and publish creative content in a fast-pace and real-time environment during race events to ensure consistent brand experience
- Track user engagement on social media outlets through various tools, monitoring the most and least effective digital strategies
- To date, increased Facebook “likes” by 100% and continue to implement various marketing strategies through other social media outlets
- Create and publish press releases after gathering information and assessing the race events

**Content Coordinator**

February 2015 - May 2015

*Chalk.com*

*Kitchener, ON*

- Create content for email marketing, press releases, company’s blog and other social media outlets, which is targeted at a highly focused user niche

- Brainstorm and implement communications and marketing methods to systematically increase user engagement

### **Research Programmer and Communications Assistant**

January 2014 - April 2014

*The Games Institute*

*Waterloo, ON*

- Marketed events using various print and digital communication materials for advertising, such as Illustrator, Photoshop and social media with an average increase in attendance by 50%
- Created content and updated the company's website using the Waterloo Content Management System
- Ensured prompt delivery of web development needs using HTML, Buddypress and CSS
- Designed graphics for advertisements and created game objects using Unity 3D, Photoshop and Blender

### **Library Clerk**

September 2011 - November 2014

*University of Waterloo - Library*

*Waterloo, ON*

- Provided effective technical, directional and research support to patrons using library resources, which decreased the wait times by 60%
- Ensured appropriate environment for students to study in by implementing library policies

### **Student Leadership Program Facilitator**

May 2013 - April 2014

*UW - Organizational and Human Development*

*Waterloo, ON*

- Facilitated workshops to help students develop their leadership skills in a passionate, creative and enthusiastic manner
- Worked with a team of staff and students from across campus to organize workshops for students

### **Residence Life Don**

May 2012 - April 2013

*UW - Housing and Residence*

*Waterloo, ON*

- Developed a safe and welcoming community that was supportive of the academic and personal goals of students by planning social and academic events every week
- Created and advertised events throughout the residence using posters and social media
- Monitored attendance and marketing strategies during events, with an 80% increase in attendance within a few weeks
- Ensured that the residence policy was implemented at all times

### **Marketing Intern**

May 2010 - August 2010

*Ten Thousand Villages*

*New Hamburg, ON*

- Carried out extensive project-relevant research for marketing needs and enhanced the company's website
- Updated information on the website on a daily basis and posted company-related information on social media
- Increased online sales by 40% within 4 months
- Composed short marketing and informative articles that were published on the website

## **VOLUNTEER EXPERIENCE**

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- **Online Volunteer** at United Nations (2014)
- **Reporter** at Imprint - University of Waterloo's Newspaper (2011-2014)
- **Leader** for Congress 2012 (2012) and for Welcome Week (2011)
- **Tutor** for the English Conversation Program (2011)
- **Co-Chair** of the Women in Math Undergrad Committee (2011)
- **Orientation Leader** for the Math Orientation Committee (2010)