

JOE APARNA XAVIER MILTON

STRATEGY

+ (01) 647 324 9295

naanaparna@gmail.com

@joeaparna



Address: 866, Audley Road N,
Ajax, ON L1Z0R6

PRACTICAL SKILLS

Creative Writing, Digital Strategy
Social Media Optimization (SMO)
Content Creation & Strategy
Account Management
Research & Copy Writing

PERSONAL SKILLS

Motivated
Time management
Team player
Detail Oriented
Creative and professional
Reliable and insightful

SOCIAL MEDIA

f joeaparna

@joeaparna

in Joe Aparna Xavier Milton

ABOUT ME

I am a highly driven student (Creative Advertising, Seneca College) with experience in Strategy, Social Media Management and Customer Service, seeking a full-time position.

I am extremely motivated to constantly develop my skills and grow professionally.

EXPERIENCE & INTERESTS

SENECA COLLEGE | STUDENT PROJECTS

Integrated Marketing Campaigns

MASTERCRAFT BY CANADIAN TIRE

LEO BURNETT, Toronto | 2019

"Lets fix it the right way"

- Research & Strategy
- Advertising Campaign Strategy
- Team management & Presentation

CATELLI PASTA

LG2, Toronto | 2020

"Ditch Dinnertime Drama"

- Research & Strategy
- Advertising Campaign Strategy
- Team management & Presentation

SOCIAL MEDIA INTERN

SPACE AGE AGENCY | TORONTO

SEPTEMBER 2019 - Current

- Curation and Handling of Daily Content on IG, FB and LinkedIn via Hootsuite
- Management of engagement online
- Research Assistance and Community Management

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HATECOPY by Maria Qamar | 2019

"The Big Feminist Gameshow"

Research assistance for Art Display at Nuit Blanche

MEDIA INTERN

404DM DIGITAL MARKETING AGENCY | APRIL 2019

- Content Writing, Copywriting & Social Media Scheduling
- Ideation and Campaign strategist
- Direction at Product shoot, Social Media analysis

INTERN

HASHTAG DIGITAL MARKETING AGENCY | MAY 2018

- Copy writing, Campaign strategy & Account Management
- Shoot Direction, Casting & Production assistance
- Social Media Scheduling, Content Analysis & SEO

VOLUNTEER

GUARDIANS OF DREAMS (NGO)

- Part of the event management team for fundraisers

EDUCATION

CREATIVE ADVERTISING - PGDM

Seneca College | Year of Passing - 2021

CURRENT GPA - 4.00

BACHELOR OF BUSINESS ADMINISTRATION

Women's Christian College | 2016-2019

AVERAGE GPA - 4.00

STANDARD X & XII

St. Joseph's Convent Higher Secondary School | 2016-2019

479/500 - 96% | 999/1200 - 82.7%