

JOE APARNA MILTON

ACCOUNT SERVICE & CAMPAIGN MANAGEMENT

Phone; +(01) 647 324 9295

Email: naanaparna@gmail.com

Website: <https://www.joeaparna.com/>

Social Media: [@joeaparna](#)

PERSONAL PROFILE

I am a highly driven professional with experience in Client Services, planning and Strategic Content Development.

I hope to amplify the company's work through effectively managing campaigns that create impactful change, evoke emotion and help move the needle towards a better world.

PROFESSIONAL SKILLS

Research and Planning
Marketing and Client Communication
Data Privacy and Policy Regulations
Studio production management
Digital and Paid Media Strategy
Social Media Optimization
Content and Strategy Development
Budget, Forecasting and Project Management

SPECIALIZATIONS AND CERTIFICATIONS

Certified in Enterprise Design Thinking - IBM
Certified in Hootsuite management
Certified in Social Marketing - Hootsuite
Social Listening and Analytics - Meltwater
Digital Marketing Training - Udemy
Social Media Marketing Foundations - LinkedIn
Market Research Foundations - LinkedIn
Sales Foundations - LinkedIn
Ideation for Marketers - LinkedIn

EXPERIENCE

1.5-year experience in account management in coalition with PR and Media agencies for holistic campaign development, production and execution.

1.5-year experience coordinating campaign development in compliance with food, alcohol and recreational cannabis regulations. Worked with e-clearances, AdStandards and client-side legal teams to ensure appropriate messaging.

~2 years of freelance experience in creating content for DAAC, a self-regulatory program for interest-based advertising where the goal is to make sure of utmost transparency when consumers are exposed to targeted ads. The NPO closely works with AdStandards Canada which helps with compliance and complaints management.

Account Coordinator at Ig2 Toronto | May 2021 - Current

Internal and external communication, strategic recommendations and campaign management.

LCBO (Liquor Control Board of Ontario)

- Corporate gifting | Sep 21
- Black Friday & Cyber Monday Campaign | Oct 21
- Holiday Campaign | Dec 21
- Winter Campaign | Jan 22
- Fall Campaign | May 22

Ontario Wines

Ontario Wines is a high-priority line for LCBO that supports local wines. It's a recurring campaign that returns every three months with in-store promotion.

- Assisted on two campaigns in 2021
- Managed four campaigns in 2022

DANONE

- Silk Equity Campaign | Feb 22
- Next Milk Launch Campaign | Mar 22
- Activia Plant-Based Yogurt | Mar 22 (In collaboration with the Montreal branch)
- Danone Toronto Office Interior Redesign | Apr 22

CATELLI PASTA

- Always on | F22 Social Planning and Execution | May 21

DESIGN

- Gallery | Blessed and Flir edibles launch campaign | Feb 22
- Health Hut | Packaging and Social guidelines | Mar 22

