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# Sushmita TG

Marketing Coordinator | Social Media Coordinator | Brand  
Content Specialist

Calgary, AB  
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## PROFESSIONAL SUMMARY

Creative and data-driven marketing assistant with hands-on experience in managing multi-channel campaigns, content creation, and brand storytelling. Proven track record of increasing audience engagement and executing effective digital strategies for small businesses.

## KEY SKILLS

- Social Media Management (Instagram, Edits, LinkedIn, TikTok)
- Meta Business Suite (social scheduling & analytics)
- Email Marketing (ContactOut, Mailchimp, HubSpot)
- Google Analytics & SEO Basics
- Canva, Figma (Visual design & templates)
- A/B Testing & Performance Analysis
- Marketing Automation Tools
- Community Engagement
- Shopify (blog publishing, SEO setup)

## EXPERIENCE

### **Tres Marias Mexican Restaurant/ Market - *Marketing Specialist***

PRESENT

- Built and managed multi-channel marketing campaigns (social, SEO blog, print menus) for a 20-year-old organic Mexican market.
- Developed a 4-week social media calendar, producing 15+ posts and reels that improved Instagram engagement by 30% in the first month.
- Designed and executed visual marketing collateral in Canva (menus, event flyers, AI Voiceovers, Instagram carousels, reels).
- Increased engagement by introducing educational storytelling content that connected products to customer lifestyles.

- Implemented event promotions and local partnership ideas (Indulge 2025, gym collaborations, loyalty programs).
- Published optimized blog content in Shopify, applying SEO best practices (meta descriptions, internal links, tags).

### KEY RESULTS

- Brand Awareness: +66% Instagram views, (+16%) Facebook views, +109% organic reach
- Engagement: +1000% Instagram interactions, +119% Facebook interactions, +100% profile visits
- E-Commerce: +37% sales growth, +30% higher AOV, +60% more purchases, Checkout completions +148%

### **CeFIE, Edmonton, AB** - *Marketing Coordinator*

JULY 2025 - OCTOBER 2025

- Designed and managed social media campaigns using Canva to amplify WODIL 2025, creating engaging content around keynote speakers, event themes, and partner promotions to drive awareness and registrations.
- Planned and executed multi-phase email marketing campaigns using ContactOut for WODIL 2025, including audience segmentation (local, national, international, HR), A/B testing, partner integration (Flair Airlines), and engagement-driven follow-ups, achieving open rates up to 100% and CTRs of 75%.

### **Freelance, Calgary, AB** - *Marketing Coordinator*

AUG 2024 - APRIL 2025

- Created and scheduled content calendars across Instagram and LinkedIn for 3 small brands, increasing follower counts by 35% on average
- Designed branded visual assets using Canva and Figma, ensuring brand consistency and visual appeal
- Built and launched email campaigns with average 22% open rates and 4.5% click-through
- Compiled monthly engagement reports using Instagram Insights and LinkedIn analytics to inform strategy.

## EDUCATION

### **Delhi University, New Delhi**- *Bachelor of Commerce (Marketing)*

JULY 2018 - AUG 2022

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## CERTIFICATIONS

- Google Digital Marketing Certificate (2025)
- HubSpot Content Marketing Certified (2024)
- Meta Blueprint – Social Media Marketing Essentials (2024)