

MUKUL PASRICHA

Mobile: +1 647-336-0679

Address: Toronto, ON (Open to Relocate)

Email: mukul.pasricha1@gmail.com | contact@digitalpasricha.com

LinkedIn: <https://www.linkedin.com/in/mukul-pasricha/>



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PROFESSIONAL SUMMARY

As a marketing professional with four years of dynamic on-field experience, I have skills in diverse marketing domains, including Event Marketing, Social Media Marketing, Email Marketing, Content creation and Website Building & Management. I'm available to help any business in brand building, reaching out to customers and help to scale.

Published Work: Website Design and Management

Work 1: beyoukish.com

- Built a Portfolio Website integrated with experience and projects using Wix.
- Managed SEO and updated the website constantly.

Work 2: digitalpasricha.com

- Built a personal portfolio showcasing my personal experience using WordPress.
- Writing Blogs and related topics regarding digital marketing and AI.

Published Work: Content Generation

Work 1: YouTube.com | Channel Name: [TipTricks](https://www.youtube.com/channel/UC...)

- Created content on YouTube and attained 1,96,000 lifetime views.
- Earned 600+ subscribers on 6 videos posted in a lifetime.
- Combined Skills in Video Editing, Photoshop, Captioning, monetization of video and Video Analytics.

Work 2: Toronto Union Social Media

Insta: [TorontoUnion](https://www.instagram.com/TorontoUnion)

- Post 1: [Link](#) | Post 2: [Link](#) | Post 3: [Link](#) | Many more

Twitter: [TorontoUnion](https://twitter.com/TorontoUnion)

- Post 1: [Link](#) | Post 2: [Link](#) | Post 3: [Link](#) | Many more

Blogs: Published on TorontoUnion Website

- Blog 1: [Link](#) | Blog 2: [Link](#) | Blog 3: [Link](#) | Many more

Work 3: Email Newsletter

- Email 1: [Link](#) | Email 2: [Link](#) | Email 3: [Link](#) | Many more

WORK EXPERIENCE

Osmington Inc. (Union Station) | Marketing Executive (Full-Time)

Jan 2024- April 2024

Location: Union Station, Toronto, Canada

- Created content(i.e. Video, Poll, Static Posts, GIF) and handled social media i.e. Instagram- [torontounion](https://www.instagram.com/torontounion), Twitter- [Torontounion](https://twitter.com/Torontounion) and TikTok- [toronto.union](https://www.tiktok.com/@toronto.union)
- Used Asana to build and organize social media Content calendar
- Content Capture for Social Media
- Made 3 Social Media Monthly Reports over time.
- Reviewed 12 Blogs and posted them on the website by building suitable graphics.
- Updated Events Calendar with 70+ Events happening inside Union Station.
- Updated Vendor Package, Brief Drafts, built Brand sponsorship presentations
- Drafted and Reviewed Public Relations document for the city of Toronto.
- Used Website Analytics(i.e. Google Analytics) to report statistics on various pages, events, and other promotion posts to determine the reach, impressions, users, and location.
- Made Analytics Reports, Tracking Sheets, and Events Calendar
- Used Tools: TeamUp Calendar, WordPress, Google Docs, Google Calendar, Drive, spreadsheet, slides, Photoshop, Video Editors(Mobile and Premiere Pro), Instagram Analytics, Twitter and TikTok Analytics, Microsoft Teams, Canva, Linktree, Eventbrite
- Performed Website Analysis and developed new ways to improve the website.

- Researched advanced options: Integrating AR technology and 360 wayfinding Maps and Exclusive Merchandising ideas.
- Sent Newsletter Using MailChimp, Submitted events on all websites(i.e. To_Toronto, BlogTO, City of Toronto, TodoCanada, Fever, All Events, Designlines magazine, Trip Advisor, nowplayingtoronto)
- Learned Software: Artifax

Osmington Inc. (Union Station) | Site Supervisor (Full-Time)

June-2023 – Current

Location: Union Station, Toronto, Canada

- Coordinating Event Load-In, Vendor Swap and Load-Out
- With a team of 10-15 members, made the site look ready for the customers before the scheduled time and maintained throughout the day.
- Coordinating with the Stage manager for any Artists or programming, and special requests.
- Regulating vendor deliveries, Tracking and managing Propane supply.
- Manage security and handle incidents involving disorderly behaviour, alcohol, and suspicious individuals.
- Ensured Fire Safety across vendors and throughout the site.
- Vendor Management, doing regular checks and weekly checks to keep the site clean and hygienic.
- Executed site closures and emergency evacuations for the site.

Zotic Enterprises | E-Commerce Manager (Full-Time)

Sept-2020 – Jul-2022

Location: India

- Managed to Reach one of the top merchants across every E-commerce website
- Managed a Team of 4 Members to run and implement a digital marketing strategy effectively.
- Formulated Strategy to act upon for Brand upliftment and increasing Sales.
- Conducted thorough analysis of their Digital Presence across different platforms.
- Launched website and implemented SEO strategies to reach the targeted customer reach and reached 500k target within 1.5 years.
- Optimized the Listing and upgraded to A plus on various E-commerce platforms.
- Connected with the photographers and designers; designed new packaging for the product for better targeting.
- Contracted with new platforms and created Bulk Listings through Microsoft Excel.
- Implemented Social Media Marketing and accelerated the customer relationship with the brand, eventually increasing sales.
- Advertisement/Ad Management on Social Media, E-commerce websites and Google.
- Received appreciation for Outperforming Merchants from 2 major E-commerce platforms, Flipkart and Amazon.

SKILLS & QUALIFICATIONS

- Pure Marketing: Search Engine Optimization, Search Engine Marketing, Social Media Marketing, Email Marketing
- A/B Testing, Marketing Automation, Google Ad Words.: Google Ads, Google Tag Manager, Meta Analytics
- Programming Language Knowledge: HTML, CSS, SQL
- Experience working with Microsoft Tools: Word, Excel, Outlook, Teams, PowerPoint
- Graphic designing: Adobe Photoshop, Premiere Pro, Adobe Creative Cloud, Camtasia Studio
- Store Management on E-Commerce: Listing Creation and listing upgradation for Amazon, eBay, and other platforms
- Website Building and Management: WordPress, Shopify, Wix, Squarespace
- Content Writing: Blogs, PR drafts, Publication
- Analytics and Measurement: Google Analytics, Adobe Analytics, Mailchimp Analytics, Social Media Analytics(Meta, TikTok)
- Content Creation: Tiktok, Instagram, Facebook, Twitter, Reddit, Blogs
- Email Marketing: Mailchimp, Hubspot and Google direct
- Report Writing and Presentation: Report, Research, Discover Solution, Budget and Presentation
- Event Coordination: Load-in, LoadOut, Resource Allocation, Sponsor Reachout, Execution and coordination
- Proficient writing and oral communication
- Effective and Efficient even under immense pressure
- Passive Negotiator in closing business deals
- Team Leader skills, Active listener and Emotionally Intelligent
- Creative and passionate Idea Generator

EDUCATIONAL QUALIFICATION

Marketing Management Digital Media (MMDT) | PG Diploma - April 2024 - Lambton College, Toronto, ON

Master's of Business Administration (MBA) Specialized in Marketing and Finance| Post Graduation Degree - May 2020 - PCTE Group of Institutes, India