

Gwyneth Samson

Toronto, Ontario

CONTACT

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EDUCATION

Centennial College- Interactive Media Management
Post-Graduate Diploma
Toronto, Ontario

Seneca College- Marketing Management
Post-Graduate Diploma
Toronto, Ontario

The University of Mumbai- Mass Media- Advertising
Bachelor's Degree
Mumbai, India

SKILLS

- Effective communication skills, Attention to detail, Problem-solving skills, Goal-driven, Strategic Planner, Team player, Leadership, and management skills.
- Skills: Social media marketing across various social media platforms, digital marketing, Project management, Research, UX research, Content strategy, Event planning and organizing, Media Planning, and Graphic designing.
- Software: Adobe Creative Cloud, Adobe Analytics, Microsoft Office, Salesforce, Google Ads
- Design: Figma, Wix, InDesign, Canva

SUMMARY/OBJECTIVE

A professional with experience in marketing, management, events, retail sales, and customer service including internships in India and Canada. An active volunteer at tech conferences and participant in projects related to social media marketing, digital planning and marketing, UX design, research, and content strategy.

I am looking for an opportunity that best suits my skills and interests in media and marketing.

PORTFOLIO LINK

<https://gsamson38.wixsite.com/www-gsamson-com>

WORK EXPERIENCE

Lululemon

Full-time Educator, Toronto, October 2022- Current

- Supporting and maintaining back-of-house operations.
- Assessing guests' needs, executing transactions through market-relevant omnichannel programs, and providing technical product education.
- Supporting in-store merchandising to help attract traffic to reach daily sales targets.
- Improving effective communication skills by providing support and solutions to a diverse range of guests.
- Mentoring new hires through the onboarding process.

myARC

UX Intern/ Content Strategist, Toronto, October 2022- December 2022

- Worked on redesigning and rebranding the brand's website using Figma and Wix.
- Developed a content strategy for the website.
- Created a suitable marketing strategy for the brand.

Hudson's Bay

Part-time Sales Associate, Toronto, August 2021- October 2022

- Acquired merchandising and display skills with an attention to detail.
- Consistently met or exceeded daily sales goals while providing outstanding customer service.
- Strengthened effective communication skills through working with a diverse team and customers.
- Received employee of the month in December 2021.

CERTIFICATIONS

North Storm Academy, *January 2020*
Full Stack Digital Marketing Course

EXTRA-CURRICULAR

Collision- Volunteer, *May 2022*

- Volunteered at the tech conference as an on-ground volunteer.
- Covered delegated events for social media content.

VRTO- Volunteer, *July 2022*

- Volunteered on conference days.
- Assisted with guest management and logistics.

PROJECTS

Application Design- Senior Project, *May 2022*

- Came up with an idea to develop a health care and wellness application.
- Created a marketing plan for the application.
- Developed a user-friendly working prototype using Figma.

VRTO- UX Design Project, *January 2022*

- Developed a new UX strategy for the company website.
- Conducted market research for potential areas of growth using statistical data.

Many Hands, Doing Good(NGO)- Final Project, *January 2022*

- Collaborated and created a marketing strategy for the NGO.

Expetrons

Sales and Marketing Intern, Mumbai, September 2020- October 2020

- Communicated with schools and colleges all over India to increase brand visibility.
- Conducted market research to evaluate selling possibilities and customer needs through different media channels.
- Negotiated/closed deals while handling customer complaints and objections.
- Driving qualified leads through social media platforms.

Exchange 4 Media

Events and Marketing Communications Intern, Mumbai, January 2020- April 2020

- Finalized/Invited/Coordinated with media agencies nationwide to increase brand awareness.
- Promoted events by creating and executing digital content strategies for social media channels.
- Managed the company database and took the lead in coordinating events.
- Assisted in event planning and execution for on-ground events.

Viacom 18

Digital Marketing Intern, Toronto, August 2018- December 2018

- Managed digital promotions for shows under the banner
- Created digital posters for each promotion using Canva and Indesign.
- Contributed to the digital content to hit the desired goal.
- Volunteered for on-ground events.

Indian International Model United Nations

Public Relations and Social Media Marketing Intern, Mumbai, September 2017- December 2018

- Network with people from different cities of the country to promote the conferences.
- Strategized content and developed a plan for promotions through social media.
- Created and executed a marketing and PR plan for the conference.
- Handled the digital promotions of the conference and created digital posters and banners using Photoshop and Indesign.
- Traveled to cities to promote the event in person.