

PRISMA UPPAL

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PROFESSIONAL SUMMARY

Marketing expert with proven expertise in customer journey mapping, and multi-channel strategies. Skilled in leveraging data-driven insights, segmentation, and Salesforce Marketing Cloud to craft personalized campaigns and manage loyalty offers. Analytical and technically proficient, with hands-on experience in executing targeted campaigns across email, SMS, and push channels

WORK EXPERIENCE

Zolar Technology Mfg. Co. Inc., Canada
Marketing Coordinator

Jan 2023 – Jul 2024

- Handled a diverse network of 30+ dealers and distributors across the globe both online and offline.
- Directed the successful launch of 2 new product lines, for the existing Human Dental laser market and for a new Vet market.
- Oversaw redesigning the website, Social Media Optimization and improved promotional campaigns to boost sales by 10%.
- Collaborated with national and international Sales & Marketing teams of our dealers to conduct product trainings, exhibitions, webinars, and immersive hands-on workshops that resulted in an additional \$10,000 monthly on average.

Mild Cares
Social Media Marketing Specialist

Feb 2022 – Aug 2022

- Developed a cross-channel social media platform using data drive insights resulting in increased engagement by 20%.
- Developed and executed successful email marketing campaigns, resulting in increased website traffic and sales by 5%.
- Assisted in creating e-commerce marketing strategies on various platforms like Amazon, Flipkart, Myntra, and Nykaa.
- Wrote and published high-quality, SEO-optimized blogs that generated organic traffic and improved search engine rankings.

Fitlook
Digital Marketing Manager

Dec 2020 – Feb 2022

- Increased Instagram followers of Fitlook Magazine by 65k+ and augmented reach by 10 million.
- Independently managed 15+ celebrity shoots and seamlessly coordinated across creative, editorial, and PR teams.
- Successfully secured clients for the magazine, including closing deals with many high-value clients that generated \$4000+ each.

Fitlook
Social Media Intern

Sept 2020 – Nov 2020

- Created social media strategy, content calendar, reports to measure KPIs and researched industry trends and viral content.
- Assisted in influencer and partnership collaboration as well as cover shoots for the magazine.

Chandra Vilas
Digital Marketing Intern

May 2019 – Jun 2019

- Created Digital content for Chandra Vilas Namkeenwalla: a food manufacturing company

EDUCATION

Humber College, Marketing Management
York University, Post Graduate Certification in Digital and Content Marketing
Amity University, Bachelor's in Computer Applications

2023-2024

2022-2023

2018-2021

CERTIFICATIONS

- Brand Management, **University of London**
- Social Media Marketing, Hootsuite Academy
- Google Analytics for Power Users, Google

ACHIEVEMENTS

- Boosted Instagram engagement by 45% within 5 months organically for Hon Tattoo Studio (Toronto) as a freelance project.
- Led a successful campaign for menstrual hygiene awareness online as well as offline with schools, colleges, and NGOs.
- Earned Dean's Honor in Marketing Management for consecutive semesters (Top 5%).

KEY SKILLS

• Project management • Conflict management • Leadership • Salesforce • Content • Budgeting • CRM • KPI and Finance Reports