

# RITIKA CHAUHAN

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## SUMMARY OF SKILLS

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- Extensive **expertise in creating and implementing digital marketing strategies** to enhance brand visibility, engage target audiences, and drive business growth.
- Skilled in performing day-to-day **administrative tasks**, including data entry and documentation.
- Proficient in utilizing **Microsoft Office Suite**, including **advanced skills in Excel** for data analysis, Word for document creation, and PowerPoint for impactful presentations.
- Exceptional **written and verbal communication skills**, with a talent for crafting compelling content and delivering impactful presentations.
- Continuous learner, strong work ethic, **consistently demonstrating dedication** and reliability, with ability to adapt to evolving industry trends and technologies.

## EDUCATION

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### Digital Communication Management

Jan 2025-Present

Fanshawe College, London, Ontario

- Gaining hands-on **experience in planning and executing digital marketing campaigns** with a focus on brand storytelling, audience targeting, and engagement strategies.
- Creating, scheduling, and **managing cross-platform social media content** (Instagram, Facebook, LinkedIn, TikTok, X) aligned with industry trends and audience insights.
- Developing compelling copy and multimedia content that **supports cohesive brand messaging** across digital touchpoints.

### Supply Chain Management and Logistics (Co-op)

Jan 2024-Aug 2024

Fanshawe College, London, Ontario

- Understanding the **movement of goods and services**, including transportation modes, routes, and optimization techniques.
- **Using data and analytics tools** to analyse and improve supply chain performance, identify trends, and make informed decisions.
- Identifying and **mitigating risks within the supply chain**, including disruptions, uncertainties, and external factors that may impact operations.

### Bachelor of Commerce

Nov 2020- May 2023

University of Delhi, New Delhi, India

- Understand the **principles of accounting, financial statements**, budgeting, and financial analysis.
- Gain a solid **understanding of economic principles**, microeconomics, macroeconomics, and their applications in business.
- Learn about the principles of **entrepreneurship**, including business planning, startup strategies, and innovation.

## VOLUNTEERING

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### Volunteer

London Food Bank, London, Ontario

- Greeting and assisting clients who visit the food bank and distributing food parcels to individuals and families in need.
- Assisting in food distribution, community outreach efforts, inventory management and stock rotation.
- Sorting and packaging donated food items.

## Volunteer

*Mar 2024, Sept 2024*

Fanshawe College (Open House), London, Ontario

- Greeting visitors and providing them with information about the event and its schedule.
- Assisting with registration and check-in processes for attendees.
- Directing guests to various campus locations and event activities.

## WORK EXPERIENCE

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### Campus Ambassador

*Dec 2022- Dec 2023*

Viral Fission, New Delhi

- Prepared and edited brand engagement and material for both internal and external audiences to deliver important information.
- Implemented targeted outreach strategies resulting in 50+ sign-ups or downloads of the company's app or services.
- Ensured consistent and positive brand representation through various online and offline channels.

### Investment Banking Fellow

*Dec 2022- Dec 2023*

Marquee Equity, New Delhi

- Demonstrated strong written and verbal communication skills in preparing reports, presentations, and other documentation.
- Developed and directed development of offering documents and marketing materials.
- Prepared research reports on expected growth in the investment sector per year.

## ACHIEVEMENTS

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- **Digital Marketing Certificate** by Google Digital Unlocked *June 27, 2022*
- **Digital Marketing Certificate** by HubSpot Academy *Aug 05, 2022*
- Ontario **Worker Health and Safety Awareness** Completion Certificate *Jan 08, 2024*
- Social Listening with Hootsuite *March 12, 2025*
- **Social Media Marketing Certificate**- Hootsuite *March 13, 2025*