

REYNA SINGH

DIGITAL MEDIA SPECIALIST

CONTACT

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reyna-singh.com

SKILLS

- Design
 - Adobe Creative Suite
 - Photoshop, AfterEffects, Premiere Pro, XD
 - Figma
- Data Analysis
 - Microsoft Excel
 - Google Analytics
- Social Media Management
 - Hootsuite
- CMS
 - WordPress
 - Drupal
 - SquareSpace
- SEO
- Digital Advertising
 - Google Ads
 - Facebook Ads
 - LinkedIn Ads
- Project Management
 - Asana

EDUCATION

University of British Columbia

Bachelor of Science in Chemistry

2015 - 2019

PROFILE

With 5+ years of experience spanning digital media, corporate communications, brand strategy and design, I specialize in crafting compelling messaging across diverse media channels to engage and resonate with target audiences effectively.

Proficient in developing detailed project plans, conducting thorough research, and delivering comprehensive reports. I excel in leveraging a diverse skill set for data-driven decision-making. As a collaborative leader, my commitment lies in driving impactful and measurable results in the realm of communications.

EXPERIENCE

Project Manager

Mellenger Interactive

May 2023 - Present

Project Management Expertise:

- Demonstrated proficiency in overseeing digital projects from initiation to completion, ensuring timely delivery within scope and budget constraints.

Cross-Functional Collaboration:

- Fostered effective communication and collaboration among cross-functional teams, including developers, designers, and marketing specialists, to achieve project objectives.

Strategic Planning:

- Developed and implemented strategic project plans, aligning digital initiatives with organizational goals and objectives.

Resource Allocation:

- Efficiently allocated and managed resources to optimize team performance and meet project milestones, balancing workloads to ensure timely delivery.

Performance Analysis:

- Utilized data-driven insights to assess project performance, identify areas for improvement, and implement adjustments to optimize project outcomes.

Marketing & Communications Lead

Hostelling International

April 2020 - May 2023

Content Calendar Planning:

- Planned and executed content calendars for social media and newsletters, ensuring alignment with marketing campaigns and timely delivery of relevant content.

Trend Research:

- Kept abreast of industry trends, social media algorithm changes, and best practices, implementing innovative approaches to enhance content effectiveness.

Data Analysis and Optimization:

- Utilized analytics tools to track and analyze social media and newsletter performance, making data-driven decisions to optimize content and improve key metrics.

Audience Engagement:

- Increased audience engagement across social media channels by creating compelling and shareable content, resulting in a measurable growth in followers and interactions.