

ANKUSH THAKUR RAJPUT

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SUMMARY

- Recent graduate in Digital Communication Management from Fanshawe College with three years of data administration experience
- Excellent time management and organizational skills; persuasive, empathetic with excellent problem-solving and multi-tasking skills; demonstrated ability to work under pressure
- Excellent knowledge in Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Premiere Pro, etc.), Canva, Hootsuite, Figma, Google Ads, WordPress, SEMrush, Mailchimp, MS Excel, MS PowerPoint, MS Project, and MS Word
- Quick learner, detail oriented and ability to adapt to new processes in short time frame
- Proficient in digital marketing strategy, social media management, SEO & SEM, content creation, graphic and web design, paid media advertising, data analytics, brand management, video production, and digital business development

EDUCATION

Digital Communication Management (Dean's Honor Roll) **Sept 2024 – Apr 2025**
Fanshawe College, London, Ontario, Canada

- Key Learnings: Experience in digital marketing, branding, SEO, content creation, and social media strategy, using Adobe Creative Suite, Canva, video editing, and analytics tools for real-world projects.

Business Analysis **Sept 2023 – Apr 2024**
Fanshawe College, London, Ontario, Canada

- Key Learnings: Gained expertise in data-driven decision-making, strategic planning, market research, consumer insights, process optimization, and analytical skills to enhance digital marketing and content strategies.

Bachelor's in Computer Science **Aug 2017 – May 2020**
Guru Nanak Dev University, Punjab, India

- Key Learnings: Strong background in web development, data analysis, and digital tools, and has demonstrated problem-solving skills in various tech and marketing-related projects.

PROFESSIONAL EXPERIENCE

Data Administrator **Sept 2020 – June 2023**
Advance IT Solutions – Ludhiana, India

- Managed and organized large datasets to ensure accuracy and efficiency
- Analyzed business and marketing data to generate insights for decision-making
- Created reports and dashboards using Excel, SQL, and data visualization tools
- Collaborated with teams to improve database structures and optimize workflows
- Assisted in website and content management, ensuring data consistency across platforms
- Developed strong problem-solving skills that translate into marketing strategy and content creation

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ADDITIONAL EXPERIENCE

Cook

Nov 2023 – Present

Western Fair District – London, Canada

- Demonstrated strong attention to detail and creativity in preparing visually appealing and well-presented dishes, aligning with customer satisfaction and brand image
- Managed kitchen workflows, ensuring efficiency in creating content for daily menus and promotional food specials
- Designed digital visuals for menu displays and social media promotions, applying basic graphic design principles and tools
- Applied time management and multitasking skills to meet tight deadlines and ensure quality output under pressure
- Assisted in creating promotional material for in-house events, leveraging photography and graphic editing tools to enhance branding

VOLUNTEER

Senior Under Officer

July 2017 – May 2020

Government College – Gurdaspur, India

- Led and mentored a team of cadets, fostering teamwork, leadership, and discipline in high-pressure situations
- Managed event planning, logistics, and communication for large-scale drills, parades, and community outreach programs
- Developed and delivered presentations, enhancing public speaking, content creation, and storytelling skills
- Designed posters, banners, and digital content for NCC events, applying graphic design and visual communication skills
- Collaborated with diverse teams to execute social responsibility campaigns, strengthening brand awareness and engagement

ACTIVITIES AND INTERESTS

- Making vlogs and inclusive designs
- Creating logos, social media graphics, and branding materials.
- Photography and capturing moments
- Playing sports like bowling, table tennis, badminton, and cricket
- Travelling to new countries and adapting cultures
- Watching documentaries and anime
- Volunteer work