

PRIYANK MISTRI

DIGITAL MARKETING | CREATIVE WEB & GRAPHIC DESIGNER | PROJECT MANAGEMENT

OBJECTIVE

To acquire a challenging position in the field of digital marketing by utilizing my creative, technical and analytical skills.



CONTACT DETAILS



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CERTIFICATIONS



Google Analytics



Google AdWords



hootsuite



PROFESSIONAL SKILLS

DIGITAL MARKETING

Google AdWords & Analytics
Search Engine Optimization
CMS Based Web Development

PROJECT MANAGEMENT

Agile Project Management
Project Time and cost Management
Project Risk & Quality Management

ELECTRONICS ENGINEERING

Interactive project development
Open source project development
Microcontroller programming

GRAPHIC DESIGN

Adobe Photoshop
Adobe After Effects
Creative concept designing



PRIYANK MISTRI



EDUCATIONAL OVERVIEW

Marketing Management Graduate Certificate

Fanshawe college, London, ON

4.13 GPA



September 2015-April 2016

- Community Consultancy
- Google AdWords & Google Analytics
- Web Design for Optimization (HTML/CSS Coding, WordPress)
- Non-Profit and Event Marketing
- Customer Relationship Management

Recipient of
Fanshawe College
Distinguished Student Award

Project Management Graduate Certificate

Fanshawe college, London, ON

3.99 GPA



September 2014-April 2015

- Agile Project Development
- Project Time and Cost Management
- Project Strategic Management
- Project Scope and Requirements
- Advance Professional Communication

Electronics Engineering Bachelors Degree

Gujarat Technological University, Gujarat, India

August 2011-June 2014

- Awarded bachelor degree with **distinction**.
- Embedded Engineering
- Digital and Basic Electronics
- Mobile Communication
- Human Resource Management

Electronics Engineering Diploma

Gujarat Technological University, Gujarat, India

August 2008-June 2011

- Awarded diploma certificate with **distinction**.
- Television Engineering
- 8051 Microcontroller/ 8085 Microprocessor
- Microwave Engineering



ABOUT ME

HOBBIES



Music



Meditation



Volunteering



Mountaineering

IDENTITY

1 Learner

2 Flexible

3 Creative

4 Efficient

5 Curious

STRENGTHS

Team Player

High Flexibility

Strategic Thinking

Focused on Execution

Strong Presentation Skills

Ability to Handle High Pressure

PRIYANK MISTRI



WORK EXPERIENCE

Marketing Specialist

Ultratec Special Effects

August 2016-Present

- Innovative Web Development and Ongoing Maintenance and Content Curation with a Specialization in Mobile / Portable Device Responsiveness
- Business to Business E-Commerce Intranet Management and Data Collection
- Brand Development and Management
- Web Analytics and Statistical Traffic Reports for Growth Strategies
- Advanced Graphic Design for Advertisements, E-Blasts, Product Labeling, and other Call to Action Visuals to Foster Consistent Corporate Imagery Utilizing the Adobe Creative Cloud Suite
- On-Site Digital and A/V Management at International Trade Shows
- Plan, Create, Produce, and Edit HD Video Content Incorporating a Variety of Layered Imagery and Voice Over Audio
- Assess the Potential Effectiveness of a Variety of Social Media Platforms as they Pertain to a Business to Business Environment and Deploy as Appropriate

Digital Marketer

Royal LePage Triland Realtor Mike Sloan

September 2015-August 2016

- Plan and execute all web, SEO/SEM. Design, build and maintain social media presence (SMO). Utilize strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points. Successfully resolved a 'road-block' issue in achieving higher video views (5000+ from 200 views) on YouTube.

*Electronics & Communication Experience is excluded



DIGITAL MARKETING WORK

