

KATHLEEN N. KARUNAKARAN

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SKILL SUMMARY

Soft Skills: Project Management, Leadership, Problem Solving, Presentation Skills, Fast Learner

Hard Skills: Microsoft Office, Figjam, Smartsheet, Overall Technological Proficiency

EDUCATION

Humber Polytechnic 2024 – Present

- Post-Graduate Certificate – Advertising Account Management

Wilfrid Laurier University 2019 – 2024

- Honours Bachelor of Arts – Communications

PROJECTS

Humber Well Suited Winter 2025 (Ongoing)

- Managing 16 peers across 4 teams as Lead Project Manager and Treasurer of Humber's annual networking event with advertising industry professionals
- Created workback schedules, budget breakdowns, and managing regular communications across teams and with stakeholders

Toronto Police Services (TPS) Fall 2024

- Collaborated with 3 peers to research, ideate, and execute an impactful campaign aimed at reducing youth violence in Toronto
- Successfully pitched campaign to Toronto Police and placed within the top 3 teams

Harry Rosen – Harold Fall 2024

- Researched and developed a strategy for a campaign aimed at increasing brand awareness for Harry Rosen's private label, Harold
- Pitched to Harold executives and earned second place against 17 teams

WORK EXPERIENCE

Synapse Communications Summer 2023

Drop Inspector

- Demonstrated independence through daily visits alone to over 20 drop burial sites to ensure previous projects have met the expected standard of quality and restoration
- Developed Excel proficiency and attention to detail through documentation of inspection data during and after each inspection, resulting in accurate and organized records of each inspection for contractor use
- Worked with minimal supervision to efficiently fulfill daily quotas while maintaining a patient and warm demeanor with owners of each property

Philcos Enterpriser Ltd. Summer 2021

Office Assistant

- Tracked daily accounts payable and accounts receivable records
- Worked in partnership with colleagues regularly to assist with tasks in multiple departments, resulting in a more efficient office environment
- Organization shown by designing presentations for colleagues in short periods of time, while balancing tasks throughout the workday

OTHER EXPERIENCE

Currently collaborating with Toronto fashion brand MACEL to consult on branding and strategic direction as a passion project