

Purva Sunil Mayekar

Strategist | Media Planner

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PROFILE

Recent graduate with diverse internship experience in advertising, brand building, and digital marketing. Focused on learning and contributing to business growth through media planning, campaign management, and data analysis. Eager to bring creative solutions and strategic insights to a dynamic marketing role.

EDUCATION & QUALIFICATIONS

Humber College – Postgraduate Certificate in Advertising – Account Management (2025): Focused on strategy, client relationship management, and data-driven campaign strategies.

Humber College – Postgraduate Certificate in Advertising – Media Management (2024): Specialized in media planning, marketing communications, and audience segmentation.

Guru Nanak Khalsa College – bachelor's in mass media – Advertising (2020): Integrated marketing strategies, media planning, and consumer behavior analysis.

WORK EXPERIENCE

Digital Marketing Intern

Narat.inc

June 2024 to Aug 2024

- Increased email marketing response rates by 5% through strategic partnerships with travel industry leaders.
- Boosted influencer outreach by 3% by developing customized collaboration templates.
- Generated a 4K daily reach and 7 inquiries with optimized low-budget Paid Meta Ads.

Digital Marketing Intern

Agency 09

Feb 2023 to Aug 2023

- Led influencer marketing with 100+ influencers, increasing brand visibility by 30% and engagement by 25%.
- Executed 3+ events and managed social media ads across five platforms, boosting brand awareness by 35% and 20%, respectively.

Performance Marketing Intern

Howl Digital

Jul 2022 to Oct 2022

- Developed and executed performance marketing strategies, increasing lead generation by 25%.
- Managed ad budgets efficiently, optimizing allocation and refining strategies based on performance data.

Digital Marketing Intern

Zedex Info PVT LTD

Feb 2022 to May 2022

- Supported social media campaigns by researching industry trends, competitors, and conducting competitive analysis to enhance content and online reputation management.

Skills

Strategy & Analytics: Google Analytics, Google Trends, Reporting & Metrics, Campaign Management.

Technical Skills: Excel, PowerPoint, Word, Social Media Management.

Soft Skills- Communication & Presentation, ORM, CRM, Adaptability, Strategic Thinking, Research & Analysis.