

Renishka Harry Dsouza

+416 854 8297 | renishkad@gmail.com

Toronto, Ontario

SUMMARY

- Versatile and results-driven professional with over 5 years of experience in digital marketing, operations, and customer relationship management, with a strong focus on media planning, campaign execution and data-driven optimization.
 - A strong team player dedicated to thrive in fast-paced environments and use skills to deliver impactful results and drive success.
 - Highly motivated, confident, and a keen learner, constantly seeking opportunities to develop skills and grow professionally in a progressive environment that values individuals with a passion for excellence.
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SKILLS

- Digital & Social Media Management
- Media Planning & Strategy
- Project Management
- Data Analysis & Reporting
- Operations Management
- Creative Thinking
- Team Building
- Communication & Presentation Skills
- Customer Relationship

Technical Acumen :

- Meta Ads Manager, Google Ads, DV360, Campaign Manager, The Trade Desk, Google Tag Manager, UTMs, Pixels, Adobe Analytics
 - MS Office Suite (Word, Excel, PowerPoint)
 - Adobe Photoshop, Coral Draw
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PROFESSIONAL EXPERIENCE

Balmoral Multicultural Marketing | Toronto, Ontario

September 2023 - Present

Media Executive

- Managed end-to-end campaign setup and optimization across Meta and programmatic platforms, achieving a 15% increase in lead conversion rates for client campaigns.
- Optimized ad spend by analyzing campaign performance against KPIs, adjusting targeting, creatives, and bidding strategies to maximize ROI.
- Conducted multicultural audience research to align campaigns with client briefs, resulting in 20% higher engagement rates among target demographics.
- Prepared comprehensive performance reports, highlighting key insights and actionable recommendations for clients.

Kings Aircool Services | Mumbai, India

November 2022 - July 2023

Office Supervisor

- Streamlined office operations by implementing new administrative systems, reducing task completion time by 25%.
- Analyzed weekly and monthly performance data to identify trends and improve operational efficiency.
- Maintained transparent communication channels with stakeholders, ensuring timely delivery of reports and updates.
- Coordinated with cross-functional creative, media, and finance teams to resolve issues and enhance efficiency.

Blue Tokai Coffee Roasters | Mumbai, India

June 2020 - October 2022

Operation Executive

- Oversaw the day-to-day execution of social and digital media content, offering feedback and input to achieve annual targets.
- Collaborated with cross-functional teams to address issues and find effective solutions, improving team productivity by 20%.
- Handled over 100+ customer escalations monthly, maintaining a high resolution rate and improving customer satisfaction scores.
- Mentored junior executives, providing guidance and support to enhance their professional growth.

Headphone Zone | Mumbai, India

October 2018 - July 2019

Operation Executive

- Efficiently managed multiple accounts and maintained regular coordination with various brands to address their requirements.
- Optimized return and warranty processes, reducing processing time by 30% and improving customer retention.
- Provided training to junior executives, assisting them in understanding their roles and responsibilities.
- Conducted transaction reconciliations and provided detailed reports to stakeholders, ensuring accuracy in financial records.

Aditya Birla Capital | Mumbai, India

November 2017 - April 2018

Operation Intern

- Managed and verified insurance documents, ensuring accuracy and compliance with regulatory standards.
- Provided daily reports to management, highlighting any issues discovered to prevent fraudulent uploads.
- Maintained daily, weekly, and monthly reports, improving data transparency for senior management.
- Responsively addressed client queries and issues through email support, delivering prompt and satisfactory resolutions.

EDUCATION

Post Graduation Certificate

- **Advertising - Account Management**
Humber College, Lakeshore (Present)

Post Graduation Certificate

- **Advertising - Media Management**
Humber College, Lakeshore (2024)

Bachelors in Mass Media

- **Advertising**
University of Mumbai (2017)

ACHIEVEMENTS

- Ranked among the top four for strategizing and delivering a comprehensive campaign for the Toronto Police Service.
- Achieved 1st position in the entire advertisement stream for a design project on Cat Food (WizCat).
- Led the revamping of the college festival website in collaboration with senior college management and fellow students.
- Coordinated the Creative Team for three years, overseeing the planning, design, organization, and execution of the college festival Kaleidoscope.
- Actively participated in the American consulate-organized Mural painting event at the Kala Ghoda festival in 2016.