

Harshvir Kalkat

Content Marketing Coordinator - NRI Industrial Sales Inc

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647-936-6253

Work Experience

Content Marketing Coordinator

NRI Industrial Sales Inc - Mississauga, ON

July 2018 to Present

Conducted extensive research for content strategy to incorporate factual statistics and related literature into blogs and whitepaper

- Actively utilized HubSpot to build strategy, create content that attracts target audience and track progress
- Assisted with efforts to examine and analyze blog structure and content to improve SEO and navigation to increase engagement of visitors
- In-charge of crafting and circulating specialized content across social media channels such as LinkedIn, Facebook, Twitter and Instagram
- Edited images and created infographics using Adobe Photoshop and Illustrator to incorporate into blogposts and post on social media channels

Constituency Assistant

MPP Jagmeet Singh - Brampton, ON

July 2017 to December 2017

Ensured a strong media presence for the MPP by preparing weekly columns, drafting op-eds, standard media releases and worked with caucus to develop strong social media presence and managed online social media to increase MPP's visual identity.

- Prepared, gathered, and compiled research material as requested by the Member to aid in communicating with constituents and organizations in the constituency.
- Assist constituents in accessing benefits and services by encouraging conversation and actively listening to their needs to provide individualized information and education about community and governmental resources
- Monitored local government and community activities to keep the MPP informed of local issues and assisted in enhancing visual identity by attending community functions

Community Development Manager

Canada Cares - Toronto, ON

August 2015 to November 2015

- Successfully orchestrated the 2015 Canada Cares Awards for the purpose of elevating the role of family and professional caregivers across Canada
- Assisted in the development of a comprehensive online strategy to promote the organization to community and maximize public awareness of organization activities and achievements on Facebook, Twitter, LinkedIn, and Blogger
- Responsible for the management of timeline to ensure strategic plans and critical fund

raising opportunities are carried out successfully in a timely manner

- Prepare regular reports on analytics, budgets, receipts and expenditure related to the management of development activities
- Maintain and build relationships with community and national stakeholders to advance the mission of organization goals

Editorial Assistant

Canada Cares - Toronto, ON

August 2015 to November 2015

Assisted in the development of editorial material to create dynamic and timely content for Abilities and Rehab & Community Care Medicine magazine

- Responsible for editing and making changes to Abilities magazine proofs before submitting them to Editor for approval
- Responsible for the creation and presentation of written and visual content across Facebook, Twitter, Instagram, website and blogs
- Coordinate and collaborate with production and marketing teams to increase readership of the publications
- Oversaw training of interns and co-op students

Education

Graduate Certificate in Digital Marketing Management

Sheridan College - Oakville, ON

January 2016 to December 2016

Bachelor of Arts in English Language & Literature

Brock University - St. Catharines, ON

September 2010 to April 2015

Links

<https://ca.linkedin.com/in/harshvirkalkat>