SHAYNA SUJANANI

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EDUCATION

Graduate Certificate, Sport & Event Marketing, *George Brown College, Toronto, ON* 2023 – Present
BA Honours Communication Studies, *McMaster University, Hamilton, ON* 2018 – 2022

WORK EXPERIENCE

Social Media Coordinator, *McMaster Students Union* 2021 – 2022
- Managed social media accounts with a cumulative following of 33,000 followers
- Increased Instagram following by 31% (+2,500 followers) within one year
- Spearheaded the 'Back to Mac' campaign, resulting in ~3000+ saves and ~2000+ shares on Instagram

Co-Director of Events, *Her Campus, McMaster University* 2020 – 2022
- Executed virtual monthly events for 50 team members (workshops, webinars, socials)
- Built partnerships & sponsorships with 6 businesses in the Greater Toronto Area
- Initiated HC McMaster's first Instagram giveaway, attaining 258 entries

Communications Assistant, *EcoCAR Engineering Mobility Challenge, McMaster University* 2019 – 2022
- Lead ongoing digital campaign ("#TeamMemberTuesday") achieving 3.5% follower increase per week
- Executed sponsor dinner attended by ~250 guests
- Hosted monthly youth outreach events**,** leading to increased brand awareness & guest attendance

Events Intern, *Sonic Unyon Records* Sept – Dec 2021
- Greeted guests at front gates, scanned tickets, and handed out wristbands at Supercrawl Music Festival, attended by ~200,000 people
- Conducted research on 70 venues across Canada to support tour planning for LTtheMonk
- Supported music festival planning by contacting 10+ businesses to coordinate outdoor seating and water stations

Community & Content Management Intern, *Hamilton Fempreneurs* May – Aug 2021
- Moderated content for Facebook group of 5000 members
- Produced a 12-month digital communication strategy to increase group membership
- Published themed content 5x a week to improve community engagement

Digital Marketing & Branding Intern, *HFS Co.* May – Aug 2021
- Designed graphics and managed social media accounts for 8 clients
- Updated content, design, and layout for 8 client Squarespace websites
- Conducted daily copywriting for clients via various platforms (social media, website, newsletter)
- Assisted in the development of weekly email blasts & monthly client newsletters on Mailchimp and Flodesk

OTHER AFFILIATIONS & INVOLVEMENT

Mentee, *Next Gem Femme/Femme It Forward* Oct 2022 – Present
- Selected as part of a class of 100+ women of colour for a one-year mentorship in the music & entertainment industry. Mentored by a VP of Tour Marketing at Live Nation.

Street Team Member, *Fan To Band* April 2021 – Present
- Attend music/entertainment industry workshops on professional career development, industry news, fan engagement
- Communicate daily in music-related conversations with 1800+ individuals in 30+ countries via Discord

SKILLS & INTERESTS

Technical Skills: Graphic Design & Editing (Adobe Photoshop, Canva), Video Production & Editing (Final Cut Pro, iMovie), Email Marketing (Mailchimp, Flodesk), Web Design (Squarespace, Wix, WordPress), Project Management (Trello, Monday), Social Media Management (Hootsuite, Later, Planoly)
Interests: Fan Engagement & Strategy | Social Media/Content Creation | Marketing | Live Events | Pop Culture