

GURPRIYA SETH

+1(647) 835-7599 | gurpriyaseth@gmail.com | [linkedin.com/in/gurpriyaseth](https://www.linkedin.com/in/gurpriyaseth) | [gurpriyaseth.com](https://www.gurpriyaseth.com) | [Instagram.com/AdGeek](https://www.instagram.com/AdGeek)

EDUCATION

Bachelor of Creative Advertising, Account Management Specialization
Humber College, Toronto, ON

2017 – 2021

WORK EXPERIENCE

Account Manager, Brand
TAXI, Toronto, ON

February 2022 – Present

- Managed brand projects for Volkswagen while supporting retail projects
- Acted as the main point of contact for all the assets for Volkswagen, tracking usage rights and expiry dates
- Lead the transfer of assets from internal server to Marcom Box for improved access for teams

Account Coordinator
GUT Agency, Toronto, ON

July 2021 – February 2022

- Internally managed campaigns for Tim Hortons: Timbies, Roll up to Win, Coffee & Donuts, Smile Cookies
- Owned relationships with vendors like Snapchat, Spotify & BuzzFeed for custom placements required for projects
- Acted as a liaison between clients and internal teams throughout the campaign process, from the pre-brief till trafficking
- Set up internal processes to streamline files and assets storage in servers

Digital Media Assistant
Humber College – Advising and Career Services, Toronto, ON

September 2020 – April 2021

- Created digital content as per social media strategy, growing social media followers by 28% over four months
- Managed Instagram, LinkedIn, Twitter accounts using Hootsuite to produce an active content calendar
- Distributed monthly newsletters with an average open rate of 42%, exceeding industry benchmarks by 19%
- Conducted weekly post-performance analysis of social media content and reported on trends and insights
- Organized marketing efforts for 38 events during virtual Career Month 2020 and engaged audience of 700+

Resident Assistant
Humber College, Toronto, ON

August 2018 – April 2019, August 2019 – April 2020

- Hosted biweekly events and planned seasonal events including Frosh and Frost weeks with 400+ students
 - Built relationships with 60+ students through 1:1 discussions around classes, extracurriculars, and semester goals
 - Maintained student conduct by mediating conflict and responding to emergency situations within a team of 12
-

ADDITIONAL EXPERIENCE

Gold, Sprint Week 2020

Annual program competition, Humber College, Toronto, ON

- Developed campaign over one week based on the client brief and pitched to GO Transit, placing Gold
- Conducted secondary research to develop a holistic marketing campaign (including social media, experiential, out-of-home, and digital tactics) to achieve clients' goals
- Soon after GO Transit came out with GO Plus, a modified version of a part of our campaign, GO Entertainment

Competitor, Winners 2019

Year 3 competition, Humber College, Toronto ON

- Delivered campaign pitch and creative to Winners based on the client brief, placing third
 - Used consumer insights to develop a digital and print campaign to reach the brands' target market
-

ADDITIONAL SKILLS

Technical: Adobe Creative Cloud, Google Analytics, G-suite, Hootsuite, Keynote, Mail Chimp, Mavenlink, Microsoft Office
Industry: Client Leadership, Data Organization, Market Research, Project Management, Social Media Management
Languages: English, Hindi, Punjabi