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| Pratik Arora  105 The Queensway, Toronto ON M6S 5B5 | 437-228-2089  pratik.arora14@gmail.com | www.linkedin.com/in/pratik-arora |
| About me: A diligent retail associate and Media Professional with extraordinary time management and organizational skills, who is working as a part of a team delivering company standard work within the given time, also takes charge, and manage the team when necessary. A Creative problem solver by analyzing the situation with a clear set of mind. |

# Experience

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| November 2018 – PresentSales aSSOciate, Tip top tailors  * Organized racks and shelves to maintain store visual appeal, engage customers and promote specific merchandise * Assisting the general manager with store organization, eCommerce orders, merchandising & reaching weekly sales targets * Assisting in the annual audit of store inventory. * Processed product returns and assisted customers with other selections while developing positive relation between the customer and the company |
| June 2019 – August 2019Branding & marketing intern, Urban Health  * Studied demographic data to determine optimal targets, competitor offerings and tactics for persuasion * Created social media accounts for the company and prepared posts for future use * Conceptualized, planned, and executed original designs for wide range of website properties * Planned and prepared for all on-location shoots * Developed creative design for marketing packages, including print materials, brochures, banners, and signs  June 2018 – August 2018Freelance Graphic designer, hey Calibre  * Created appropriate layout for the books published by the company for different age groups * Assisted in developing the color scheme and logo for the company. * Used InDesign and Photoshop to develop product mockups and prototype designs.  January 2017 – March 2017Social Media & Content writing intern, Pearl Enterprises  * Managed social media platforms for major clients which included different industries such as Hospitality, Food & Beverage, and Travel * Conceptualized & designed the logo of a continent-wide travel campaign for the client's website and social media platform * Assisted in generating a five-day campaign for a client's new dessert & bakery store opening * Developed content for a client’s social media platform posts, to celebrate 2-year anniversary of their physical stores  July 2015 – nobvember 2015general intern, taaza tv  * Worked as an intern for all the departments of the local news channel * Assisted in the production process of various live TV shows * Operated Equipment in the M.C.R (Master Control Room) & P.C.R (Production Control Room) for the live news TV show * Coordinated the sound box during live shows so that the anchor and guests are audible |

# Education

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| Sept 2018 – April 2019post graduate certificate in advertising media management,HUMBER INSTITUTE OF TECHNOLOGY & ADVANCE LEARNING | Toronto |
| September 2017 – May 2018Certificate in graphic and print design,MAYA ACADEMY OF ADVANCE CINEMATICS | IndiaAugust 2014 – june 2017B.SC (h) IN MEDIA SCIENCE,Nshm knowledge campus | India |

# Soft Skills

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| * Collaborator * Customer Service * Critical thinking | * Creative problem solving * Adaptive learner * Branding |

# Technichal SKills

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| * Adobe Photoshop * Adobe InDesign * Adobe Illustrator | * Coral Draw * Facebook ads/ Instagram ads/ Twitter ads/ Google ads * Google analytics |

# Activities

* Branding & Designing for start-ups as a Freelance Graphic Designer.
* Filmed and edited a short film for "SWACHH BHARAT ABHIYAN", 2016
* Top Sales performer for 4 weeks in a row