SMITHA HURRY

MARKETING | CONTENT DEVELOPMENT | DIGITAL COMMUNICATIONS
Mississauga, ON | smithahurry@gmail.com

PROFESSIONAL SUMMARY

Marketing and communications professional with experience in multi-brand social media management, content creation, brand development, market research, and creative project coordination. Skilled in developing engaging content, maintaining consistent brand messaging, and supporting marketing initiatives that strengthen brand identity and audience engagement. Brings strong organizational, creative, and communication skills, supported by a Bachelor of Arts background in Professional Communication.

CORE COMPETENCIES

Digital Marketing & Communications | Brand Development & Messaging | Social Media Management | Content Strategy & Planning | Campaign Coordination | Copywriting & Editing | Market & Competitive Research | Visual Communications & Graphic Design | Digital Asset Management | Project Coordination & Tracking | Cross-Functional Collaboration

PROFESSIONAL EXPERIENCE

Marketing & Social Media Intern | PathSeekers Corp. **Jun 2026 – Sep 2026**
• Managed social media accounts and organized content calendars for multiple brands, supporting consistent publishing and brand communication.
• Researched content trends, audience interests, and market opportunities to inform content ideas and marketing recommendations.
• Contributed to marketing strategy development, campaign concepts, and promotional initiatives in collaboration with team members.
• Coordinated concurrent content deliverables and creative tasks, maintaining organized workflows and meeting project deadlines.

Media Volunteer | International Fellowship of Canada Church **Jan 2026 – Jun 2026**
• Developed Instagram and TikTok content to support product visibility, brand communication, and digital promotion.
• Photographed products and organized digital assets for use across marketing materials and social media channels.
• Edited short-form video content and collaborated with team members to develop creative concepts aligned with brand objectives.

Marketing & Creative Intern | PYA Importer **May 2025 – Aug 2025**
• Developed Instagram and TikTok content to support product visibility, brand communication, and digital promotion.
• Photographed products and organized digital assets for use across marketing materials and social media channels.
• Edited short-form video content and collaborated with team members to develop creative concepts aligned with brand objectives.

Education

Bachelor of Arts, Professional Communication & Media | Toronto Metropolitan University
GPA: 3.60 / 4.00

TECHNICAL SKILLS

Marketing: Market Research, Competitive Analysis, Content Planning, Campaign Coordination
Design & Branding: Canva, Adobe Creative Suite, Figma, Graphic Design, Visual Communications
Social Media & Content: Instagram, TikTok, Social Media Management, Copywriting, Content Creation
Productivity: Microsoft Excel, PowerPoint, Google Workspace, Project Tracking
Video & Presentations: CapCut, ProPresenter, Video Editing, Presentation Design