

ESTHER AMANNA

BRAND MARKETING COORDINATOR | CAMPAIGN & CONTENT STRATEGY



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<https://www.linkedin.com/in/estheramanna/>



Toronto, Ontario



<https://www.estheramanna.work>

PROFESSIONAL SUMMARY

- **Brand Marketing Coordinator** with **2 years of experience in the media industry and 3 years in customer service**, developing **newsletters, digital campaigns**, and **website content** that strengthen **brand visibility** and **audience engagement** across digital and customer-facing environments.
- **Creative storyteller** with a strong foundation in **content development**, and selected to the **Dean's List** for outstanding academic performance.
- **Results-driven professional** recognized as a **Top Stylist** for **sales performance** and customer feedback, earning the **Voice of the Customer Award (2x) district level** by proactively engaging customers and consistently delivering **measurable results** and **high customer satisfaction**.

PROFESSIONAL EXPERIENCE

Customer Service Specialist

Meats Eats| Toronto | September, 2025 - Present

- Managed high-volume cashier and bakery service, boosting sales through product recommendations while maintaining organized operations.

Sales Associate & Personal Stylist

Hudson bay | Mississauga | October, 2022 - April, 2025

- Recognized as a Top Stylist for sales performance and customer feedback, proactively engaging 50+ customers daily and increasing overall sales.
- Awarded the Voice of the Customer (VOC) recognition at District and Regional levels across Ontario.

Brand Marketing Coordinator & Website Designer- Internship

GTA South Asian Media Network | Toronto| April,2024 - October 2024

- Engineered and launched a modern, user-friendly company website, ensuring consistent brand identity and partnering with internal teams to align digital design with marketing and communication objectives.
- Promoted to manage social media operations across four organizational accounts, orchestrating content planning, scheduling, and publishing while developing newsletters and digital content that strengthened audience engagement and reinforced brand visibility.

Creative Content Producer & Talent Coordinator- Internship

Made Human Studios | Toronto | May,2024- August 2024

- Scouted and secured emerging talent and coordinated video production activities, managing shoot schedules, on-site logistics, and content delivery to support digital marketing and promotional campaigns.
- Produced and developed visual marketing assets, including short-form videos, posters, and social media content, strengthening brand visibility and sustaining audience engagement across digital platforms.

Dubbing Director, Co-ordinator & Consultant (Portfolio)

Sound and Vision India Pvt. Ltd | May, 2018 - July 2018 & July, 2021 - July 2022

- Managed dubbing and localization projects, coordinating voice artists and production schedules to deliver high-quality audio content aligned with client requirements.

SKILLS

- ✓ Content Creation & Storytelling
- ✓ Cross-Functional Collaboration
- ✓ Social Media Management
- ✓ Ai Content Creation
- ✓ Strong communication skills
- ✓ Analytic & critical thinking
- ✓ Customer service
- ✓ Canva/Figma/ Microsoft

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EDUCATION

Post Graduate in Multiplatform Storytelling

Humber College | September, 2023 - August, 2024

Post Graduate in Advertising Account Management

Sheridan College | September, 2022 - August, 2023

Bachelor's in Mass Media - Advertising

Wilson College | July, 2017 - October, 2020

PROJECTS

Founder & Content Creator

Voices of Kindness | 2026 – Present

- Founded a storytelling website collecting community stories through Google Forms.
- Produced animated video content and managed end-to-end content publishing.

CERTIFICATIONS

- Social Media Marketing- Hootsuite | March, 2023
- Social Media Marketing- Hubspot Academy | March, 2023
- Fundamentals of Digital marketing- Google Garage | November , 2022
- Audition Techniques- FTC Talent Media & Entertainment Pvt.Ltd. | June, 2020