

Vith Sivaloganathan

www.vith.ca

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Profile

Interactive Media is an exciting, fast-paced and ever changing industry that inspires me to the fullest. I am an innovative individual who fuses professional and academic backgrounds to work closely with people to create captivating, interactive experiences that put users first. As a cool, calm and collected individual who understands the importance of change. I am never flustered.

Qualifications

- Works consistently towards goals using effective time management skills
- Organized and meticulous producing consistent successful results
- Achieves best outcomes by setting priorities and efficiently completing tasks
- Communicates effectively with excellent oral and written skills
- Proficient Technologies: Adobe Suite, Axure, Git Hub, HTML, CSS, PHP, Wordpress, Google Suite, Google Analytics, SEO, Social Media Platforms

Education and Professional Development

Centennial College, Post-Graduate Certificate, **Interactive Media Management**

Projects:

- Created a comprehensive digital and marketing strategy for Halton Hills Heritage Committee
- Create and implement an influencer website platform and strategy for the iconic Torontonians, Jennifer Valentyne

University of Toronto, **Project Management Certificate**

Travel Industry Council of Ontario, **TICO Certification**

University of Toronto, **Honors Bachelors of Science**

- Double Major: Psychology & Medical Anthropology
- President of the University of Toronto's Tamils Students' Association

Professional Experience

Notable Life

June 2015 – Present

Interactive Media Manager

www.notable.ca

Notable life is a digital magazine that caters to young professionals. At Notable Life, I successfully managed and oversaw the redesign of a user friendly website. In addition to managing this project, I also contributed to the company in other ways such as:

- Create, direct and produce content for both online and social media channels
- Develop content strategies to enrich user experiences

- Design, implement and analyze social media analytics and marketing strategies
- Produced content for major campaigns, which included major brands such as Chevrolet Corvette, GMC Terrain, Topman and Joe Fresh.

Trend Toronto

May 2014 – Present

Co-Founder

www.trendtoronto.com

Trend Toronto started as a lifestyle and fashion blog that is evolving into a prominent influencer platform in Toronto.

- Create, direct and produce content for Trend Toronto (Photography, Videography and WordPress website)
- Design, implement and analyze social media marketing strategies
- Create promotional strategies with other brands through the in-house marketing platforms
- Identify opportunities and liaise in B2B Networking and Relationship building
 - Brought in high profile vendors and sponsors (Adidas, F21, and L'Oreal)

TD Canada Trust

Jan 2015 – Jan 2016

Project Administrator

Manage daily operations and projects regarding facilities management, equipment and resources for two high priority facilities across various campuses. Worked unsupervised, while reporting manager worked out of a remote location

- Planned strategies to ensure efficient management of facilities and assets – managed, maintained and supported the reliability of systems, equipment, properties and assets within the departments
- Identified and facilitated process enhancements for areas in need of improvement
- Troubleshoot, maintained and develop preventative maintenance for facilities
- Facilitated various projects including – move of resources from one major campus to another. Updated and changed the original move process to make the process efficient.
- Provided various detailed analysis in regards to facilities, budgets, pay rates and resources
- Engaged various high level internal and external stakeholders

TD Canada Trust

July 2013 – Jan 2015

Manager of Customer Service

Without prior retail branch experience, led sales and service team to deliver on branch business objectives exceeding goals and championing the branch to top quartile

- Received Champions award for 2014 – branch ranked 3rd out of 127 branches (in 2013 branch was ranked 124th), as well as multiple quartile winner
 - Applied performance management process that resulted in more consistent results month over month (sales and service metrics)
 - Supported employees in their personal and performance development by utilizing various tools as appropriate
 - Ensured necessary due diligence to support the accuracy of all customer transactions
 - With the customer and business in mind, handled all escalations with resolutions that always ensured a better experience for both our business and the client
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