

Harmeen Bhatia

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Professional Summary

Passionate and dedicated digital media and marketing professional with strong experience in content creation, community engagement, and event management. Skilled in managing social platforms, developing engaging campaigns, and connecting with Gen-Z audiences through innovative storytelling. Proficient in tools such as Final Cut Pro, Illustrator, and CapCut, with a proven ability to adapt to fast-paced digital environments. Experienced in both in-person and virtual initiatives, with leadership skills that drive collaboration and growth. Fluent in multiple languages and committed to fostering inclusive, creative, and impactful media experiences.

Education

Bachelor of Arts, Cultural and Technology Studies

University of Guelph | *Currently Enrolled, Full-time Student* (Anticipated Graduation: 2027)

High School Diploma

David Suzuki Secondary School, Brampton, ON (2019 – 2023)

Certifications

- Standard First Aid with CPR Level C
- Digital Marketing & Social Media Strategy (Self-taught, hands-on experience)
- The Accessibility for Ontarians with Disabilities Act (AODA) certification
- Workplace Hazardous Materials Information System (WHMIS) certification

Key Skills

- **Digital Media Skills:** Proficient in video editing (Final Cut Pro, After Effects, CapCut), image editing (Illustrator, Canva, Photoshop), audio editing, text editing, and film editing. Experienced in creating HD video projects, digital posters, social media content, and instructional media.
- **Event Management:** Skilled in planning, coordinating, and executing large-scale in-person and virtual events, including framework development, scheduling, budgeting, and team leadership.
- **Creative Instruction & Youth Engagement:** Taught children and youth digital media skills including videography, content creation, and game design through hands-on workshops and camp programming.
- **Community Engagement:** Expertise in connecting with diverse audiences, fostering inclusivity, and delivering impactful programs that build confidence and creativity.
- **Leadership & Volunteer Management:** Strong ability to lead teams, supervise staff, and coordinate volunteers in fast-paced, high-pressure environments while ensuring safety and inclusion.
- **Technology & Digital Learning:** Experienced in online learning platforms, digital tools, and creating user-centric instructional materials for educational and creative purposes.
- **Multilingual Communication:** Fluent in English, Hindi, Punjabi, Urdu, and French, enabling clear and inclusive communication across diverse cultural groups.

Professional Experience

Marketing and Social Media Coordinator

Northly Media | Internship | September 2025 – Present

Toronto, Ontario

- Manage and grow multiple brand accounts including Waveroom, Must Be, Bites, and Toronto Housing Watch, ensuring consistent voice and high-quality content
- Create engaging digital content and implement social media strategies to increase brand visibility and audience engagement
- Schedule posts, run campaigns, monitor analytics, and optimize social performance using data-driven insights
- Collaborate with cross-functional teams to analyze trends, refine strategy, and enhance brand presence
- Engage with online audiences to strengthen community relationships and drive follower growth

Camp Counsellor – Digital Media

Creative Kids Place x Creator Camp | July – August 2025

- Led campers (ages 6–12) in digital media arts activities including animation, video content creation, game design, music production, and filmmaking as part of the Creator Camp partnership
- Taught campers how to create YouTube-style content, such as channel intros, logos, skits, tutorials, and Shorts fostering skills in branding, storytelling, editing, and on-camera presence
- Facilitated the use of iPads for hands-on digital creation, helping students navigate content planning, filming, editing, and post-production aligning with Creator Camp's mission to transform technology from consumption into creation
- Supported diverse creative tracks like Roblox Game Masters, 3D Game Developers, Special Effects Editors, and Music & Beats Producers, guiding campers through interactive, tech-driven projects
- Organized and moderated the "Creator Camp Oscars," a showcase event where campers presented their best projects building public speaking, confidence, and a sense of achievement
- Fostered a collaborative, inclusive, and safe learning environment, encouraging teamwork, creative thinking, and digital literacy that empowered campers to creatively express themselves through technology.

Supervisor & Digital Creator

Cool Summer Camp | June – August 2024

- Developed a comprehensive event management framework for summer camp programs, ensuring smooth execution of activities and workshops.
- Supervised and managed camp staff, including counselors and support personnel, ensuring safety and inclusion.
- Assisted in budgeting, financial management, and logistical planning for camp programs.
- Created engaging social media content, enhancing camper engagement and camp visibility online.

Photography & Editing

University of Guelph | April 2024

- Provided professional photography services for a project at the Arboretum, capturing high-quality images for a digital storytelling initiative.
- Designed and delivered a professional photo book for a high-profile wedding reception.

Content Creator

TikTok & YouTube | 2022–Present

- Built a following of 60K+ followers on TikTok, creating engaging short-form video content and gaining over 1 million views.
- Developed a YouTube channel with 600+ subscribers, creating digital storytelling content and instructional guides.

Hospitality Club Member

David Suzuki Secondary School | 2019–2023

- Assisted in planning and executing various school events, gaining hands-on experience in event management.

Volunteer

Religious Event Services | 2019–2023

- Coordinated community and religious events, ensuring smooth operations and fostering a positive attendee experience.

Volunteer

Elections Ontario | January 2022

- Contributed 200+ hours managing voter registration and polling stations, ensuring a smooth and efficient voting process.

Frontliner Appreciation Volunteer

November 2022

- Led a community initiative to distribute "Thank You" cards to frontline workers during the pandemic, promoting gratitude and morale.