

# Poornima Rajasekar, CAPM®

Communications Specialist | Project Management

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## ABOUT ME:

I am a versatile and deadline-driven communicator. Creative and motivated, I possess extensive knowledge of project management, public relations, and branding, to present an organization in the best possible light. With more than 5 years of communications and project management experience in various sectors and adaptability as a core trait, I have learned and effectively applied my skills to generate the desired results.

## Professional Experiences

**July 2021 – Jan 2022 (Contract)**

**Internal Communications Specialist – Canadian Tire Corporation**

- + **Internal Communications**- Led various internal communication initiatives within the project team including weekly reports, and project newsletter
- + **Stakeholder Engagement** – Created stakeholder engagement plan- calendar, and content to keep internal and external stakeholders informed, coordinated with the corporate communication team to ensure consistency in enterprise-wide communications

**Feb 2021 – July 2021(Contract)**

**Communications Specialist (Change) – Bank of Montreal**

- + **Stakeholder Communications**- Created effective pieces for internal communications and stakeholders' updates, actively built templates to communicate technical errors and impacts on clients
- + **Project Communications** – Updated content calendar based on project schedule, implemented project communications by actively coordinating with technical teams to build newsletter in Salesforce for clients to help plan their financial activities

**Oct 2020 – Dec 2020 (Contract)**

**Brand Project Coordinator (Transformation) – Liberty Utilities**

- + **Project Coordination**- Successfully built a project implementation tracker to measure the project's progress, created workback schedules, process documents to communicate the changes enterprise- wide, created reports for the senior management, Coordinated with Corporate Communications to implement the new branding and ensure organization-wide compliance
- + **Campaign Planning and Tracking**- Assisted in building brand campaign calendar (enterprise-wide and social media), executing, /and monitoring the effectiveness and created analytical reports to build strategies

**Nov 2019 – June 2020**

**Marketing Communications Associate – PCLaw | Time Matters Inc.**

- + **Digital Communications**- Conceptualized brand assets including website and content, brochures, and blogs, achieved a 71% increase in follower base on social media with creative campaign content (organic), created monthly metric reports, market intelligence reports to craft marketing strategies and build customer email copies on Marketing Cloud

## Skills

Strategic Communications |  
Stakeholder Relations |  
Google Ads & Analytics |  
Social media | Campaign planning  
Market Research |  
Project Management |  
Media relations |  
Content Marketing |  
Marketing Cloud |  
Event Coordination | Adobe Suite  
Microsoft Office | Cision Point |  
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## Education

**2016 – 2017**

**DIPLOMA IN PUBLIC RELATIONS –**  
Niagara College Canada

**2013 – 2015**

**MBA (BRAND COMMUNICATIONS) –**  
Symbiosis International University  
(India)

**2010 – 2013**

**BA JOURNALISM –**  
University of Madras (India)

## Certifications

**2020**

**CERTIFIED ASSOCIATE FOR PROJECT  
MANAGEMENT (CAPM)-**  
Project Management Institute (PMI)

**2019**

**CANADIAN GOVERNMENT &  
ADMINISTRATIVE LAW-**  
Ryerson University, Toronto

**2015**

**DIGITAL MARKETING (SEO, SMO &  
PPC) –**  
National Institute of Digital Marketing  
(NIDM, India)

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+ **Events & Media**- Supported senior management by crafting press releases, conducting subject matter expert interviews for brand positioning and organizational blogs, created relevant event list in Canada to identify promotional opportunities

**Apr 2019 – Nov 2019 (Contract)**

**Marketing Coordinator – Bentall GreenOak (SunLife Group)**

+ **Digital Communications & Client Relations**- Conceptualized various digital assets, crafted social media content calendars and campaigns, visualized data for marketing strategies, generated marketing and leasing reports for senior management, crafted client briefs, maintained on-going client/ property management communications and, created marketing budgets and handling agency/ vendor communications

**Oct 2017- Oct 2018 & \*\*Jan 2019-**

**PR & Marketing Associate – CERIC (Canadian Education and Research Institute for Counselling)**

+ **Stakeholder Relations**

**Media Relations**- Developed pitches, [infographics](#), created media lists and coordinated with the media resulting in coverage in various news dailies including [The Globe and Mail](#), [Toronto Sun](#)

**Public Communications**- Designed digestible [communication materials](#) such as executive summary for annual report for various stakeholders to brief them about various projects undertaken by CERIC

**Government Relations**- Pitched to various Ministries at the provincial and federal level and sought positive responses, relevant to the corresponding projects undertaken by CERIC based on various policies and legislature

+ **Digital Communications & Events**- Created content calendar and graphics for social media channels (Hootsuite) and handled the Google Ad campaigns and analytics, handled media relations for CANNEXUS, Canada's largest career development conference and assisted the team with digital promotions of the event

**Jan 2015 – Apr 2016 (Contract)**

**Communications Coordinator (corporate)- Bosch Limited (India)**

+ **Employee Communications**- Under the supervision of senior management, created more than 25 employee and brand communication campaigns including 'launch of vision statement' and 'new Bosch branding' on Bosch Global Net (BGN- Intranet for Bosch)

+ **Campaign Planning** - Coordinated with Bosch subsidiaries and Robert Bosch GmbH for various internal projects such as 'launch of new brand guidelines', '125 years of Bosch'

+ **Media Relations**- Responsible for news monitoring, coordinated between the agency and the senior management for the company's media relations during Annual General Meeting, Angela Merkel's visit to Bosch India facility

+ **Digital Communications**- Led the social media and website audits and reported to the senior management and assisted in campaign planning for social media (B2B) channels

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## Achievements

**2021**

**INTERNATIONAL GOVERNMENT RELATIONS-**

Took up a short project with the Press and Information Bureau of **High Commission of India (Ottawa)**- created content for the official social media channels and website, handled media requests and coordinated with the External Affairs Ministry (India) as required

**2018**

**GOVERNMENT RELATIONS-**

Successfully reached out on behalf of CERIC to various Ministries and sought positive response at Federal & Provincial level

**2017**

**COMMUNICATIONS PLANNING at TOWN OF FORT ERIE-**

Gained my first Canadian government experience at the Town of Fort Erie by assisting the Communications Advisor with various initiatives including on-going communications planning & content calendar

**2017**

**MEDIA RELATIONS**

For 'Celebrity Ice Cup' 17 by Hotel Dieu Shaver Foundation

**2016**

**YOUNGEST ASSOCIATE EDITOR**

For Bosch India News

**2015**

**COMMUNICATIONS PLANNING**

For Angela Merkel's visit to Bosch India for a firsthand view of Bosch's innovative projects

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