

# Harshika Gupta

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Yore Rd, York, ON. Canada. M6M 1W6

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## PUBLIC RELATIONS PROFESSIONAL

I am a passionate public relations professional dedicated to crafting engaging experiences through creative storytelling, strategic marketing, and exceptional customer service. With a strong academic background in Public Relations and hands-on experience in hospitality, social media, and content creation, I bring a well-rounded, people-first approach to every role. Whether leading a team, managing digital platforms, or enhancing guest interactions, I thrive in fast-paced environments where I can connect with audiences, solve problems, and drive meaningful impact.

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## KEY COMPETENCIES

CONTENT WRITING  
SOCIAL MEDIA  
MARKETING

MS OFFICE  
SALES AND  
MARKETING

MANAGEMENT  
SKILLS  
HOSPITALITY

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## PROFESSIONAL EXPERIENCE

**Unisphere Services Ltd.**

**Feb 2025 - May 2025**

### **Social Media Marketing Intern**

As a Social Media Marketing Intern, I support the marketing team in developing, implementing, and managing social media strategies to enhance brand awareness, engage with audiences, and drive online traffic. This role provides hands-on experience in content creation, campaign planning, performance analysis, and community engagement across platforms such as Instagram, TikTok, Facebook, LinkedIn, and more.

#### **Accomplishments:**

- Assist in creating and scheduling engaging content tailored to each platform.
- Monitor and respond to comments, messages, and mentions to foster community interaction.
- Collaborate with team members to brainstorm and develop creative campaign ideas.

**Mcdonald's , Kamloops.**

**March 2023 - April 2025**

**Crew Trainer, Guest Experience Leader (GEL)**

A Crew Trainer at McDonald's, I am responsible for a variety of tasks aimed at ensuring smooth restaurant operations and delivering quality training to new employees. I play a key role in maintaining the fast-paced, friendly atmosphere that McDonald's is known for. As a GEL, I ensure that customers not only enjoy their meals but also have a memorable, positive experience at McDonald's. This role emphasizes hospitality, communication, and problem-solving skills.

Accomplishments:

- Working in a fast-paced industry.
- Team collaboration and leadership abilities.
- Good at team work and training

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## ADDITIONAL EXPERIENCE

**The Omega Publication, Kamloops.**

**Oct 2024 - Dec 2024**

**Contributor**

Composed an article which represented the drop in International students during fall semester at Thompson Rivers University due to recent changes in policy for enrollment.

**Special Olympics BC Winter Games, Kamloops.**

**4th Feb, 2023**

**Volunteer**

Gained experience about the staging events and volunteered for the closing event, organized for the athletes at Tournament Capital Centre.

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## CERTIFICATES

**HootSuite Academy**

HootSuite Platform Certification, Feb 2025

HootSuite Social media Marketing Certification, Feb 2025

**Freelance Content Writing Course**

MyCaptain, September 2022

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## EDUCATION

### **Thompson Rivers University, Kamloops.**

Jan 2023 - April 2025

Bachelor's Degree in Communications and Digital Journalism

Majoring in Public Relations

### **Related Courses**

Citizen Journalism, Special topics in Public Relations, Social Media marketing, Media entertainment and pop culture, Podcasting, Marketing, Indigenous Tourism, Environmental Journalism, Social Media Marketing, E- Commerce

### **Vidyalankar School Of Information Technology, India**

June 2019- April 2022

Bachelor's Degree In Arts ( Transferred to Thompson Rivers University)

Majoring in Multimedia and Mass Communication

### **Related Courses**

Effective Communication, Visual Communication, Content Writing, Advertising, Film Communication, Mass Media Research, Media Laws and Ethics

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## AVAILABILITY

Monday: open availability

Tuesday: 7am - 11pm

Wednesday: open availability

Thursday: 7am-11pm / 5pm-11pm

Friday: open availability

Saturday: 7am-6pm

Sunday: 7am-6pm

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References available upon request