

Nith Chandra

Senior Digital Marketing Specialist | Performance Marketing | AI-Driven Campaign Strategy

Toronto / GTA, Canada • nith.booking@gmail.com • 416 939 2392 • ss2.ca/projects

SUMMARY

Strategic digital marketing professional with 10+ years of experience across performance marketing, paid media, social advertising, content strategy, brand growth, analytics, and AI-assisted creative workflows. Experienced in developing, launching, and optimizing multi-channel campaigns across Google Ads, Meta Ads, social media, websites, video, and digital content systems.

Strong background working with business owners, agencies, real estate professionals, retail brands, entertainment companies, and service-based businesses. Skilled at connecting campaign strategy with measurable outcomes through audience research, creative testing, performance analysis, and continuous optimization -- with a growing focus on AI-powered content production and scalable creative systems.

CORE SKILLS

Digital Strategy & Campaign Management: Multi-channel campaign planning, paid media strategy, social advertising, search campaigns, display, video, content calendars, campaign launches, optimization

Paid Media & Search: Google Ads, Meta Ads Manager, YouTube Ads, search advertising, paid social, keyword research, audience targeting, creative testing, campaign reporting, budget-conscious optimization

Analytics & Reporting: GA4, campaign performance analysis, UTM tracking, digital funnel analysis, traffic quality, engagement metrics, conversion-focused recommendations, stakeholder reporting

AI & Marketing Innovation: Generative AI content workflows, AI image and video production, AI-assisted ad creative, prompt direction, campaign variation testing, automated creative iteration, emerging marketing tools

Brand & Digital Experience: Brand consistency, website content, landing page feedback, social media systems, digital touchpoint audits, property/listing presentation, content optimization

Project & Stakeholder Management: Client communication, cross-functional coordination, fast turnaround execution, creative briefs, presentation support, multiple campaign priorities, quality control

PROFESSIONAL EXPERIENCE

Freelance Digital Marketing Strategist / Creative Consultant | Stage 2 Studios / Independent | **2015 – Present**
Toronto / GTA

- Develop and execute digital marketing, paid media, content, and brand strategies for small businesses, agencies, founders, and local brands across multiple industries.
- Manage the full client cycle from discovery and strategy development to campaign planning, creative production, performance review, revisions, and follow-up.
- Build digital campaigns and content systems across social media, paid ads, websites, digital display, video, presentations, and promotional channels.
- Use audience research, creative testing, platform trends, and performance feedback to improve messaging, targeting, visual direction, and campaign effectiveness.
- Apply AI-assisted workflows to accelerate campaign concepting, ad creative generation, visual testing, content development, and presentation-ready asset production.
- Support clients across real estate, apparel, entertainment, food, dental, hospitality, retail, local service, and technology categories.

Brand & Digital Marketing Designer | SSCRE / Senth Sellathurai CRE *Freelance* | **2025 – 2026**

- Developed digital brand systems, listing graphics, signage concepts, flyers, and social media content for a commercial real estate professional.
- Created polished Instagram carousel formats, listing visuals, intro graphics, and branded layouts to support property promotion and audience engagement.
- Drove measurable digital visibility growth: 21,000+ views, 10,000+ accounts reached, and 1,200+ profile visits over a 90-day period.
- Used performance feedback and platform insights to refine content direction, improve presentation quality, and support stronger digital engagement.

Digital Creative / 3D & Campaign Asset Support | FWD Studio | *New York* | *Project-Based* **2025 – 2026**

- Supported digital creative production for corporate and brand-facing projects requiring polished visual execution, technical accuracy, and strong attention to detail.
- Created Boeing aircraft 3D render visuals and aviation-related concept assets for presentation and campaign use.
- Contributed creative and digital asset support for confidential aviation and corporate marketing projects under NDA.
- Produced refined visual assets for use across digital, presentation, and client-facing contexts.
- Worked within project requirements to balance visual quality, brand consistency, technical detail, and fast turnaround execution.

Creative Consultant / AI Visual Producer | HelloGreeter *Freelance Contract* | *New York* **2025 – 2026**

- Produced AI-assisted campaign visuals, digital content, and promotional assets for multiple local business clients through a marketing technology platform.
- Developed brand-aligned creative assets across food, retail, hospitality, and service categories for social media, paid ads, and digital display formats.
- Used generative AI tools to support rapid creative iteration, visual concept development, content variations, and campaign-ready asset production.
- Provided creative strategy and product feedback to improve the company's client-facing content workflow, scalability, and business value.

Content Creator / Digital Marketer | Studio Love | *Toronto, ON* **2022 – 2023**

- Managed digital marketing campaigns across Facebook, Instagram, and Google to promote products, campaigns, and brand initiatives.
- Developed ad copy, promotional content, campaign visuals, and audience-specific messaging to support engagement, traffic, and sales activity.
- Analyzed campaign performance data to refine targeting, messaging, creative direction, and campaign effectiveness.
- Supported major brand visibility growth, including 2.5M+ impressions across paid media activity.

Social Media Coordinator | CineStarz Theatres | *Ontario / Quebec* **2023 – 2024**

- Led social media strategy and promotional content production for six theatre locations across Ontario and Quebec.
- Created multilingual promotional content, weekly showtime posts, campaign graphics, and ad copy for diverse local audiences.
- Managed Google Ads and social media promotions to increase traffic, awareness, and customer engagement across multiple locations.
- Supported campaign results including 35,000+ impressions and 200+ clicks for a single Mother's Day promotion.

Digital Marketing Specialist | OutThere Productions | *Toronto, ON* **2023 – 2024**

- Managed digital marketing and Instagram content strategy for a production company working with high-profile entertainment and sports clients.
- Supported Google Ads and social media campaigns to increase visibility for Toronto-area events and media content.
- Maintained high standards for brand reputation, confidentiality, tone, and content accuracy across sensitive client-facing materials.

Content Creator / Video Editor / Graphic Designer | Enterprise Canada *6-Month Contract* | *Toronto, ON* **2019**

Produced graphic design, video editing, and social media content for a public affairs firm serving major organizational clients.

- Maintained brand guidelines, file specifications, quality standards, and delivery timelines across multiple media projects.
- Supported rapid-turnaround content requests for clients including Labatt Brewing Company, The Beer Store, Ontario Energy Board, and Elections Ontario.

Graphic Designer / Production Technician | Jet Media | *Whitby, ON* **2018 – 2020**

- Worked directly with walk-in and business clients to understand design requirements, budgets, timelines, and production needs.
- Designed storefront vinyl, vehicle graphics, promotional materials, posters, business cards, booklets, and client mockups.
- Delivered quick-turnaround projects while maintaining technical accuracy, quality control, and client satisfaction.

TOOLS & PLATFORMS

Google Ads, Meta Ads Manager, GA4, YouTube Ads, UTM tracking, Google Search Console, Webflow, Wix Studio, WordPress, Canva, Figma, Adobe Photoshop, Illustrator, InDesign, Premiere Pro, After Effects, Lightroom, Midjourney, Runway, Sora, Veo, Flux, Firefly, Seedance, Kling, Topaz