

# Purva Sunil Mayekar

Strategist | Media Planner

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## PROFILE

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**Adaptable and results-driven advertising professional** with a strong foundation in **media, strategy, and digital marketing**. Experienced in **campaign execution, audience research, reporting, and cross-functional collaboration**. Skilled in turning **insights into effective solutions** and working across **platforms and teams** to support **high-performing campaigns**. **Curious, collaborative, and always eager to learn** in **fast-paced, creative environments**.

## EDUCATION & QUALIFICATIONS

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### **Humber College – Postgraduate Certificate in Advertising – Account Management (2025):**

Focused on strategy, project management, data-driven insight, creative advertising and campaigns.

### **Humber College – Postgraduate Certificate in Advertising – Media Management (2024):**

Specialized in media planning, marketing communications, and audience segmentation.

### **Guru Nanak Khalsa College – bachelor's in mass media – Advertising (2020):**

Integrated marketing strategies, media planning, and consumer behavior analysis.

## WORK EXPERIENCE

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### **Media Intern**

**Glassroom | Toronto, ON**

**May 2025 - present**

- Managed digital trafficking and campaign execution across platforms (DV360, Meta Ads, Amazon DSP,) and vendors (Roku, Netflix), collaborating with clients and creative teams.
- Created trafficking, spec sheets and mid level media plans generated reports and Billing Completion Reports (BCRs) using Sigma, Tableau, and Vakad with optimization insights.
- Supported preparation and presentation of media plans and proposals to clients, clearly communicating strategies and research on Vividata. Supported implementation of tracking setups using Google Tag Manager (GTM) and validated event tracking accuracy.

### **Digital Marketing Intern**

**Narat.inc | Toronto, ON**

**Jun 2024 - Aug 2024**

- Conducted market and audience research to support campaign strategy in the travel space.
- Increased email response rates by 5% and expanded influencer outreach with personalized templates.
- Supported the planning and execution of paid media with performance insights.

### **Digital Marketing Intern**

**Agency 09 | Mumbai, India**

**Feb 2023 - Aug 2023**

- Led influencer campaigns with 100+ creators and contributed to creative brief development.
- Conducted competitive and cultural research to inspire brand storytelling.
- Executed events and social media campaigns, increasing brand awareness by 35%.

### **Performance Marketing Intern**

**Howl Digital | Mumbai, India**

**Jul 2022 - Oct 2022**

- Analyzed performance data and built reports to inform creative strategy.
- Assisted in campaign planning with insights from consumer behavior and industry trends.

## Skills

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Google Ads, Meta Ads, DV360, Amazon DSP, Google Analytics 4 (GA4), Google Tag Manager (GTM), Tableau, Sigma, Vakad, Vividata, SEM/PPC, campaign reporting, basic SQL, data visualization, Excel, media planning, audience research, client communication, strategic thinking, collaboration, and adaptability.