

Tanisha Hooda

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Professional summary

Advertising and Marketing Professional with experience leading creative projects, brand development, content strategy, campaign execution, and marketing operations. OCAD University graduate specializing in Advertising with hands-on experience delivering integrated marketing campaigns, managing cross-functional projects, and leveraging AI to improve creative workflows and business performance.

Willing to relocate: Anywhere

Personal Details

Highest Level of Education: Bachelor's Degree

Total years of experience: 4

Work Experience

Lead Graphic Designer/Marketing Manager

Global Bricks Realty Brokerage | Mississauga, ON

July 2026 to Present

- Create digital and print marketing materials, social media graphics, email campaigns, presentations, and branded content using Adobe Creative Suite and Canva,
- Design and manage email marketing campaigns, including graphics, layouts, copy, and digital assets.
- Create websites, landing pages, and digital experiences using website builders, AI tools, and low-code development.
- Produce social media graphics, carousels, Reels, and short-form video while maintaining consistent brand identity.
- Manage a team of four and coordinate creative projects, timelines, vendors, and marketing deliverables from concept to completion.

Marketing Operations & AI Systems Specialist

New Street | Burlington, ON

December 2025 to June 2026

- Directed cross-functional creative projects supporting marketing, business development, recruiting, and operational initiatives from planning through execution.
- Developed AI-assisted creative workflows, prompt libraries, and standardized operating procedures that improved project coordination, content production, and operational efficiency.
- Partnered with leadership to develop marketing strategies, improve internal processes, and support business growth through scalable solutions.
- Managed client relationships throughout project delivery, coordinating communication, expectations, and ongoing support to ensure a high-quality client experience.
- Built targeted recruiting databases of 400+ prospective real estate professionals while supporting business development initiatives.
- Configured and maintained GoHighLevel (Ethospace) CRM systems, pipelines, and automations to support marketing campaigns and client onboarding.

Marketing & Operations Manager

HarbourStone Real Estate Team | Burlington, ON

December 2025 to June 2026

- Led marketing operations for 40+ residential+commercial real estate listings, directing listing launches from planning through execution across digital and print channels.
- Executed integrated marketing campaigns across social media, email marketing, newsletters, short-form video, and branded promotional materials.
- Developed 25+ email marketing campaigns and 6 newsletters to increase client engagement and support business development.
- Managed multiple concurrent marketing projects while coordinating timelines, creative assets, vendors, and deliverables under tight deadlines.
- Managed listing administration including MLS preparation, offers, transaction documentation, SkySlope compliance, and marketing materials.
- Generated 2 to 3 qualified real estate leads weekly while supporting agent recruiting initiatives and relationship management.
- Collaborated directly with leadership to strengthen brand presence, improve marketing performance, and deliver a seamless client experience.

System Administrator

A1 Global College | Mississauga, ON

October 2025 to December 2025

- Supported administration for approximately 200 student records, coordinating admissions, enrollment, scheduling, and LMS management.
- Collaborated across admissions, academic, and administrative teams to resolve student inquiries and maintain operational efficiency.
- Managed instructor assignments, course batches, documentation, and student onboarding processes.
- Assisted recruitment initiatives while providing technical and administrative support for students and staff.

Marketing Specialist

Sultani Marketing | Toronto, ON

June 2025 to November 2025

- Developed investor presentations, marketing collateral, and advertising assets supporting business development across multiple client accounts.
- Coordinated a team of 5 marketing interns, assigning projects, reviewing deliverables, and maintaining production timelines.
- Collaborated with senior leadership to present creative concepts and execute integrated digital and out-of-home advertising campaigns.
- Managed creative production for approximately 5 client accounts, ensuring brand consistency and timely project delivery.

Brand + Graphic Designer

Ryvlar | Remote

October 2024 to May 2025

- Developed the complete brand identity for a cybersecurity startup, including logo, typography, color systems, and brand guidelines.
- Designed investor pitch decks, website mockups, marketing materials, and digital assets supporting product launches and business development.
- Collaborated with founders to translate business objectives into a cohesive visual identity across multiple platforms.

Advertising Team Lead

EMC2 Media Ltd. | Richmond Hill, ON

January 2023 to August 2023

- Led creative production for social media, print, and promotional marketing materials supporting company-wide branding initiatives.
- Contributed to a comprehensive brand refresh through the development of visual assets and marketing collateral.
- Coordinated creative priorities while collaborating with cross-functional teams to meet campaign deadlines.

Instructor

Sugam Org. (NGO) | New Delhi, Delhi

August 2020 to August 2021

- Planned and delivered cultural art instruction while creating engaging educational experiences for students.
- Coordinated community events and fundraising initiatives supporting organizational outreach.
- Built positive relationships with students, families, and volunteers in a collaborative learning environment.

Graphic Design Intern

The Only Karma NGO | Delhi

May 2020 to March 2021

- Supported creative direction by designing marketing materials, posters, social media graphics, and promotional campaigns.
- Coordinated design projects while collaborating with volunteers and stakeholders to meet organizational objectives.
- Contributed to awareness campaigns through consistent visual branding and creative asset development.

Education

Design (Bachelor of Design in Advertising)

OCAD University | Toronto

September 2021 to June 2025

Post-secondary education

Skills

Team leadership Adobe Creative Suite Digital marketing Content strategy Creative Direction
Canva Relationship selling AI Tools Marketing Advertising Writing skills Client relationship
management Google Ads Work ethic Brand Management Brand Development Accountability
Teamwork Client communication Microsoft Office AI Branding consistency Project
management Office management Telecommunication Sales to public sector Content creation
Campaign Management Marketing Operations SEO Attention to detail Problem-solving Email
Marketing Budget preparation Social media management Sales Organizational skills Art
direction Branding GoHighLevel Social Media Marketing Client relationship development
Hospitality Graphic design Marketing Strategy Lead generation Facebook Advertising
Copywriting Proactiveness Time management Brand Identity

Languages

Hindi - Fluent

English - Advanced

Links

<https://www.linkedin.com/in/hitanisha>

<https://tanishahooda.myportfolio.com>

Certifications and Licenses

Smart Serve

IELTS

July 2025 to July 2028

Listening 7.5 ; Reading 8.5 ; Writing 7 ; Speaking 7

Overall Band Score 8

CEFR Level C1