

# ALAANA KUMAR

Toronto, ON • 905-783-1442 • alaanakumar@gmail.com

## EDUCATION

---

### McGill University, Montreal, Quebec

June 2021

- *Bachelor of Arts*, Major Concentration in International Development Studies, Minor Concentration in History
- *Relevant Coursework*: Research Essay & Rhetoric, Microeconomic Analysis and Application, History of Communication

## PROFESSIONAL EXPERIENCE

---

### StockTrak, Montreal, Quebec

August 2021 – Present

#### *Content Creation Specialist*

- Develop and execute comprehensive marketing strategies for four StockTrak Inc. sites, including social media, newsletters, blog posts, and landing pages
- Collaborate with cross-functional teams (sales, design, and marketing) to ensure effective communication and alignment of marketing efforts
- Support the product owner and CEO of StockTrak Inc. with administrative and marketing tasks

### Ontario Learning Development Foundation, Toronto, Ontario

June 2023- Present

#### *Managing Editor*

- Lead a team in publishing web and digital magazine content, overseeing all aspects of content creation and delivery
- Generate and pitch creative ideas, assign tasks, manage production schedules, and ensure timely completion of articles
- Edit and cross-validate 10-30 articles per week, ensuring high-quality work and promoting articles on social media platforms

### The McGill Tribune, Montreal, Quebec

September 2018 – April 2021

#### *Student Life Editor & Contributor*

- Produced over 40 daily content pieces for the Student Life section, including articles, interviews, and reviews
- Assigned articles, motivated writers, conducted research, and fact-checked submissions
- Collaborated with the design team on illustrations and photography preferences

### Facedrive Foods, Toronto, Ontario

May 2020 – October 2020

#### *Sales Intern*

- Conducted market research and established partnerships with restaurant owners to promote Facedrive Foods' delivery platform
- Managed contract negotiations, handled customer service inquiries, and consistently met sales targets

### Phonathon McGill, Montreal, Quebec

September 2019 – April 2020

#### *Fundraiser*

- Raised over \$10,000 for McGill University, allocating funds toward student services and research projects
- Built donor profiles by collecting and entering alumni information into the university's database

## EXTRACURRICULAR ACTIVITIES

---

### McGill Moot Court, Montreal, Quebec

September 2018 – April 2019

#### *Student Lawyer*

- Analyzed Supreme Court cases, proposed strategies, conducted research, and networked with professors and students

## SKILLS & INTERESTS

---

Computer/Technical: WordPress, Zoho CRM, Google Analytics, G-Suite, Sendgrid, Basic HTML, Photoshop, Canva, Microsoft Office, Smart Serve Certified.

Languages: English (Fluent), Hindi (Conversational)

Additional Interests: Puzzles, Sketching, Creative Writing, Biking