

Raj Mulani

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[linkedin.com/in/rajmulani1205](https://www.linkedin.com/in/rajmulani1205)

SUMMARY

- Skilled mechanical engineer who has made a successful switch to digital communications.
- Skilled at designing attractive publications with Blender and adobe creative suite (Photoshop, Illustrator, InDesign, and Lightroom).
- Know how to use Google Analytics to track the engagement and instruct data-driven communication planning.
- Knowledgeable in the use and maintenance of social media accounts to enhance brand recall and customer relationships. Combines analytical thinking with creative design to develop and implement effective digital communication plans.
- Adds an innovative design and problem-solving capability to the execution of effective digital communication plans.

EDUCATION

Post-Graduate Diploma in Digital Communication Management <i>Fanshawe College, London, ON</i>	Jan 2025-Present
Post-Graduate Diploma in Supply Chain Management & Logistics <i>Fanshawe College, London, ON</i>	2024 – 2025
Bachelor of Mechanical Engineering Gujarat <i>Technological University</i>	2019 – 2022
Diploma in Mechanical Engineering Gujarat <i>Technological University</i>	2015 – 2018

EXPERIENCE

Customer Service Executive <i>Circle K, London, ON</i>	Jun 2024 – Present
<ul style="list-style-type: none">• Manage customer interactions, ensuring satisfaction and resolving issues promptly• Assist in in-store promotions and visual merchandising• Operate a cash register, take payments and balance daily transaction• Replenishing shelves and cleanliness of the store to create an attractive shopping environment• Keep track of the inventory and inform the manager about low stocks	

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Warehouse Associate
Amazon, London, ON

Sep 2024 – Dec 2024

- Handled inventory management and order fulfillment
- Collaborated with team members to meet daily operational targets
- Observed safety practices by keeping working environments clean and orderly
- Helped load and offload trucks to get efficient flow in the warehouse
- Used company procedures to limit errors and create efficiency
- Conducted quality assurance to make sure that items were in line with the standards of Amazon before shipping

Power Engineer
Reliance Industries Ltd, India.

Jan 2018 – Dec 2023

- Oversaw the operation and maintenance of power systems
- Led initiatives to improve energy efficiency and reduce operational costs
- Articulated technical reports, logs and documentation to internal audit and regulatory authorities
- Skilled junior engineers and technicians on standard operating procedure and safety requirements
- Supported the budget process and purchases of equipment and spares
- Carried out energy audits to point out wastage and prescriptive measures

SKILLS AND INTERESTS

- Knowledgeable in utilizing Google Analytics to monitor performance-based metrics and developing content performance
- Experienced in long form and short form content creation and scheduling posts and employing engagement strategies on a variety of platforms
- Prepared promotion materials such as posters, advertisements, banners and videos that were specific to target audiences
- Planned integrated digital campaign calendar, maintained content calendar, and worked with cross-functional teams to help ensure that goals and targets were met.