

# Navjot Ghotra

navjot.ghotra@live.com | +1 437 998 1260 | linkedin.com/in/navjotghotra

## Content Strategist | Communications Specialist

---

Develop and manage content that brings brands to life. Create engaging and innovative experiences that resonate with target audiences, leveraging keen eye for detail, exemplary communication, and recognized problem-solving skills to progress projects. Thrive in fast-paced environments, adapting quickly to new circumstances and changing priorities. Work well independently and in team settings, with genuine love for learning. Seeking new opportunities to grow professionally and personally.

## Technical Skills & Expertise

---

Illustrator, Photoshop, InDesign, Figma, WordPress, Agile Methodologies, User Experience (UX) Design, User Interface (UI) Design, UX Writing & Research, Graphic Design, Social Media Marketing, Content Strategy, Branding & Identity, Copywriting, Visual Design, Web & Digital Design, Print Design, Accessibility, Content Creation, Professional Writing, Design Systems, Search Engine Optimization (SEO), Storytelling, Prototyping, Search Engine Marketing (SEM), Wireframing, Visual Hierarchy

## Experience

---

### Content Developer, Rocket Innovation Studio | Rocket Companies

11/2022 – 08/2023

- Collaborated with product owners, software developers, and other designers in redesign of company website, creating wireframes based on brand/accessibility guidelines and writing copy aligned with overall messaging strategy for intuitive user experiences.
- Conducted user research, created user flows, and designed wireframes for clients while working in an Agile environment.
- Mentored summer design intern with guidance and support, helping develop skills and gain valuable experience.
- Organized company-wide photoshoot, capturing high-quality images for use in multiple marketing initiatives.

### Associate Content Developer, Rocket Innovation Studio | Rocket Companies

08/2021 – 11/2022

- Designed, compiled, and edited monthly newsletter, keeping team members informed on company-wide updates and initiatives and making sure that each issue was engaging and informative.
- Managed company LinkedIn page and executed strategy for increasing follower count, page impressions, and overall engagement.
- Developed and implemented work intake process, streamlining incoming tasks and projects.
- Designed annual report, including creating layout, selecting and/or creating graphics and images, and ensuring that report effectively communicated desired messages from leadership team.
- Produced assets that aligned with brand guidelines, ensuring each asset was consistent with company's visual identity.

### Content Developer Intern, Rocket Innovation Studio | Rocket Companies

05/2021 – 08/2021

- Designed print and digital assets, including flyers, posters, brochures, stickers, 1-pagers, banners, email templates, and internal company magazine.
- Prepared and edited internal and external presentations, verifying that each was visually appealing, followed brand guidelines, and effectively communicated intended message(s).
- Wrote and edited blog posts for Rocket Companies' careers page - myrocketcareer.com.

### Personal Banker, HSBC Bank Canada

05/2019 – 05/2021

- Worked effectively to help diverse range of customers with banking needs, including opening new accounts, obtaining credit cards, managing finances, and giving financial advice.
- Generated leads and offered customers personalized financial solutions to increase sales.
- Maintained positive, collaborative atmosphere among customers and colleagues, showing leadership.
- Acted as joint custodian for cash and securities.

### Design Intern, Expancio

09/2018 – 04/2019

- Worked closely with clients, organizing digital marketing approaches to benefit respective brands.
- Edited web content and designed website layouts fitting clients' desired look and feel.
- Collaborated with team members to complete projects on time while effectively delegating tasks.

## Education

---

BrainStation, Diploma in User Experience Design

2020

University of Toronto, BA (Hons) Communication/Information Technology and Professional Writing

2019

## Professional Certifications

---

Seneca Polytechnic, Certificate in UX Writing

2022

Sheridan College, Certificate in Digital Communication and Media/Multimedia

2019