

Calista Battista

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Canadian Citizen - Married to Singaporean Citizen

EXECUTIVE SUMMARY

Experienced and highly motivated marketing professional with international experience and **fluent in English, French, and Italian**. Seeking to leverage my communication skills, digital acumen, and international background in a new opportunity.

SKILLS

- Project management
- Javascript
- Adobe Suite
- Google Suite
- SEMRush
- Content creation
- HTML
- SEO
- Content management
- CSS
- Canva

WORK EXPERIENCE

Alliance Française de Hong Kong

Web and Digital Marketing Specialist

10/2023 – 02/2024

Hong Kong SAR

Alliance Française is an international organization that aims to promote the French language and francophone culture around the world.

- Spearheaded strategic collaboration with external agencies, optimizing SEM and SEO campaigns, which resulted in a 20% increase in organic traffic and a 15% boost in conversion rates for Alliance Française.
- Leveraged data insights from comprehensive monthly reports to identify key trends and inform data-driven marketing strategies.
- Led the redesign of the AFHK website (10+ pages), and implemented SEO best practices and user-friendly design, resulting in a 20% increase in organic traffic.

She Loves Data

Mentorship Program Coordinator (Volunteer)

07/2023 – present

Singapore, Remote

She Loves Data aims to inspire women to pursue careers in Data & Tech.

- Identified and recruited 40+ new mentors and mentees through targeted outreach initiatives, including marketing campaigns and personal outreach (for potential mentors).
- Facilitated meaningful connections between 25 mentee/mentor pairings, resulting in a 90% satisfaction rate based on program surveys.
- Streamlined program administration by developing a new onboarding process and created clear and concise communication materials.

United Nations Economic and Social Commission for Asia and the Pacific

Communications and Marketing Consultant

01/2023 – 06/2023

Bangkok, Thailand

UNESCAP promotes cooperation among its 53 member States and 9 associate members in pursuit of solutions to sustainable development challenges.

- Led the development of marketing and social media campaigns for 3 Trade, Investment and Innovation programs, collaborating with external stakeholders to achieve a 15% growth in program inquiries
- Managed the entire development of the division's new website, ensuring timely completion and alignment with overall marketing goals.
- Provided comprehensive support to the division during their inaugural Committee on Trade, Investment & Innovation, fostering productive collaborations & securing key partnerships.

The Forum

Marketing Intern

05/2022 – 06/2022

Vancouver, Canada

The Forum is a Canadian-based NGO that educates, mentors, and connects self-identified women entrepreneurs across Canada.

- Developed comprehensive reports on the reach & impact of marketing efforts that enabled management to make informed decisions.
- Generated multilingual marketing materials and coordinated email newsletters and supported social media content creation and execution.

Gamma Phi Beta International Sorority

Philanthropy Vice-President

11/2021 – 11/2022

Montreal, Canada

Gamma Phi Beta empowers women with lifelong sisterhood, intellectual pursuits, and philanthropic dedication, building "confident women of character" for over 150 years.

- Developed a yearly philanthropic strategy to maximize funding opportunities for the chapter's main philanthropic mission.
- Identified and performed outreach to secure sponsors and partners for philanthropic events.
- Organized and managed weekly department meetings to coordinate efforts between officers & set objectives.

The Wellness Shot 

Podcast Host and Producer

The Wellness Shot dives deep into the science behind wellness trends.

- Researched and produced 20 podcast episodes using Zoom, Audacity, and Buzzsprout.
- Created branded social content for Instagram and Facebook using Canva, Adobe Spark, and Figma.
- Reached out to and secured 15 professionals in their field to interview.
- Managed and promoted the podcasts on Instagram and Facebook to obtain 10,000+ listens.

06/2020 – 05/2022

Montreal, Canada

EDUCATION

McGill University

Bachelor of Arts in Political Science.

09/2019 – 12/2022

Montreal, Canada

National University of Singapore

Nominated by the faculty of arts at McGill University to embark on a semester of political studies at NUS during my last semester of university.

08/2022 – 12/2022

Singapore