

Prashant E Teki

Oshawa, Toronto; (437) 237-8286

[Website](#); [LinkedIn](#); [Twitter](#); prashant.teki@gmail.com;

Canada Permanent Resident

Strategic Leader in Skills Development and Apprenticeship Advocacy

Proven leader with over 13 years of expertise in public sector communications and 9 years driving initiatives in the skilled trades and apprenticeship ecosystem. Experienced in shaping strategic policies, building collaborative partnerships, and delivering data-driven solutions to empower learners from early education to advanced professional development. Adept at advancing diversity, inclusion, and well-being in organizational culture while fostering innovation and engagement. Skilled in leading transformative change, leveraging data analytics, and managing complex, multi-stakeholder relationships to achieve impactful outcomes aligned with government and community goals.

Skills

- Strategic Policy Development & Program Implementation
- Stakeholder Engagement & Relationship Management
- Leadership in Diversity, Equity, and Inclusion
- Data Analytics & Evidence-Based Decision-Making
- Skilled Trades & Apprenticeship Advocacy
- Employee Engagement & Organizational Well-being
- Public Sector Communications & Crisis Management
- Transformational Change Leadership

Technical Skills

- Data Analysis Tools: Tableau, Power BI, Excel (Advanced)
- Project Management Software: Microsoft Project, Asana, Trello
- Digital Platforms: Skills Ontario Mobile App, Google Workspace
- CRM and Communication Tools: Salesforce, Mailchimp, Slack
- Social Media and Content Management: Hootsuite, WordPress, SEO tools

Key Achievements:

- **Skills Ontario** (App Development and User Engagement Excellence): Launched a cutting-edge mobile app with 50,000+ users, featuring aptitude tests to guide career planning, sector-specific competitions, and seamless networking, making it a trusted hub for skill development and professional growth.
- **Teacher Transfer Management System**: Designed and implemented the innovative Assam Tool, enabling employees to view non-confidential counterpart information, facilitating seamless job swaps that improved workforce satisfaction and efficiency while reducing commute-related challenges. Result: Enhanced employee well-being and optimized organizational operations
- **Nurture Growth Bio Website Revamp and User Experience Optimization**: Revamped Nurture Growth Bio's website into a user-centric platform, boosting visitor retention by 34%, improving accessibility, and transforming it into a trusted information hub that enhanced stakeholder engagement and supported organizational goals.
- **Café New Canadians**: Pioneered an online networking facility during the COVID-19 pandemic, enabling users to connect, collaborate, and explore new job opportunities despite widespread restrictions. This innovative feature facilitated meaningful professional interactions, expanding access to employment prospects and support networks during a critical time. The initiative significantly enhanced user engagement, demonstrating agility and responsiveness to emerging challenges.
- **Drove substantial program growth and amplified public awareness**: Spearheaded strategic outreach campaigns and cultivated key stakeholder partnerships, resulting in an 80%+ increase in program enrollment and securing prominent media coverage in Forbes, TechCrunch, and Bloomberg, significantly raising the profile of apprenticeship opportunities and their positive impact on the workforce.
- **Promoted diversity** in skilled trades with outreach initiatives boosting underrepresented group engagement by 20% while successfully managing crisis communications to safeguard public trust and organizational reputation.

Professional Experience

Manager, Outreach Communications

Skills, Ontario | February 2021 – Present

- **Increased youth engagement in skilled trades and apprenticeships**: Led strategic outreach initiatives that significantly increased youth participation in skilled trades and apprenticeship programs by connecting young learners with hands-on training opportunities and clear career pathways.
- **Developed innovative apprenticeship programs**: Fostered strong partnerships across the education sector and government, resulting in the creation of apprenticeship-linked initiatives that addressed critical skills gaps while aligning with labor market demands.
- **Enhanced accessibility to apprenticeship resources**: Championed the creation and successful adoption of the Skills Ontario mobile app, which provided centralized access to apprenticeship information, application processes, and mentorship opportunities for diverse learners.
- **Promoted skilled trades and apprenticeship careers**: Effectively communicated the value of skilled trades and apprenticeship opportunities through engaging presentations to K-12 educators, students, and adult learners, highlighting pathways to sustainable careers and economic independence.
- **Improved media coverage of apprenticeships**: Implemented optimized communication strategies that showcased apprenticeship success stories and opportunities, resulting in a 40% increase in positive media coverage and aligning with government priorities to elevate the skilled trades and apprenticeship sectors.
- **Strengthened apprenticeship stakeholder collaboration**: Built strong, collaborative relationships with key stakeholders, including apprenticeship boards, industry leaders, and training providers, to streamline program delivery and amplify the reach of skilled trades and apprenticeship initiatives.
- **Integrated data-driven insights into apprenticeship strategies**: Leveraged analytics and performance data to continuously refine apprenticeship promotion strategies, resulting in more effective outreach, higher enrollment rates, and measurable outcomes.
- **Empowered underrepresented groups through apprenticeships**: Designed tailored initiatives to engage underrepresented groups in apprenticeships, breaking down barriers and fostering diversity and inclusion within skilled trades and workforce development programs.

Senior Manager, Communications

New Canadians | Toronto, Canada | January 2020 – January 2021

- **Developed and executed data-driven** social media strategies leveraging advanced analytics, audience segmentation, and performance tracking to optimize content delivery. Mentored and guided team members to use data effectively, resulting in a 55% improvement in ROI through highly targeted and impactful outreach efforts.
- **Enhanced engagement with stakeholders** by fostering an inclusive digital community through interactive campaigns, personalized communication, and feedback mechanisms. Led and motivated a team to create meaningful connections, cultivating trust, loyalty, and belonging among diverse audience groups, and reinforcing the organization's mission and values.
- Successfully represented the organization in **high-profile media interactions**, maintaining poise and professionalism in conveying key messages. Worked collaboratively with internal teams to prepare for engagements, align with policy objectives, and present a compelling narrative that boosted the organization's public profile and credibility.
- **Innovated digital outreach** initiatives by integrating multimedia content, including video storytelling and live sessions. Empowered team members to experiment with creative formats, increasing visibility and deepening audience connections across platforms.
- **Collaborated closely with leadership** to ensure social media strategies aligned with broader organizational goals. Encouraged cross-functional teamwork to achieve seamless integration of messaging and consistent branding across all communication channels.
- **Monitored emerging trends and platform updates**, leading team efforts to proactively adjust strategies to stay relevant and capitalize on new engagement opportunities. This approach drove a 20% increase in follower growth and interaction rates.
- **Built and led a resilient team** to establish a crisis communication framework, ensuring challenges were addressed swiftly and transparently. Trained team members to handle sensitive situations effectively, mitigating risks and maintaining stakeholder confidence during critical moments.
- **Inspired a high-performing team culture**, focusing on professional development, collaboration, and accountability. Fostered an environment where team members could thrive, innovate, and consistently exceed expectations in delivering impactful results.

Interim Director, Marketing Communications

Nurture Growth Bio | Toronto, Canada | August 2019 – January 2020

- **Strengthened strategic industry partnerships** by designing and executing targeted outreach campaigns, fostering collaboration and trust among key stakeholders. Built and led cross-functional teams to develop innovative workforce solutions that addressed evolving industry demands, aligned with emerging trends and technological advancements, and enhanced organizational reputation as an industry leader.
- **Achieved a 34% increase in website traffic** through a comprehensive content marketing strategy and SEO optimization techniques, including keyword analysis, competitive benchmarking, and content redesign. Mentored team members to adopt best practices in content development and analytics, boosting online visibility and retention.
- **Enhanced user engagement by introducing personalized** content recommendations based on user behavior and preferences. Effectively coached teams to utilize data insights, resulting in higher conversion rates and increased time spent on the platform.
- **Streamlined the digital experience** by implementing user-friendly design elements and improved navigation. Directed cross-functional collaboration, empowering teams to deliver a seamless user experience that decreased bounce rates by 25% and improved accessibility for diverse audiences.
- **Utilized data-driven insights** to refine strategies, leveraging analytics tools to monitor performance, track engagement metrics, and adapt campaigns. Guided teams in adopting data-centric decision-making to maximize impact and ROI.
- **Collaborated cross-functionally with marketing**, design, and development teams to ensure cohesive messaging and seamless execution of digital initiatives. Fostered a culture of collaboration and accountability, leading to strengthened project outcomes and a unified team vision.
- **Led, developed, and motivated high-performing teams**, fostering professional growth and encouraging innovation. Built an inclusive work environment that emphasized engagement, skill development, and a shared commitment to excellence.

Director, Communication Advisor

Government of India, Ministry of Skill Development & Entrepreneurship | India | August 2015 – April 2019

- **Directed national initiatives** under flagship programs like PMKVY and the National Apprenticeship Promotion Scheme, driving innovation and inclusivity in workforce development. Increased program enrollment by 15% through targeted outreach, robust implementation strategies, and stakeholder engagement.
- **Partnered with multiple ministries** to elevate the skilled trades profession, leading to an 8% increase in workforce participation rates. These efforts also enhanced public perception of skilled trades as viable and rewarding career paths.
- **Designed and executed high-impact demand-generation** campaigns, driving an 82% year-over-year increase in apprenticeship enrollment by leveraging data insights, targeted messaging, and multi-channel communication strategies.
- **Led the development and implementation of digital platforms**, streamlining apprenticeship processes and enhancing user experience. Improved operational efficiency by reducing processing times by 12% and increasing user satisfaction by 10% through accessible and transparent systems.
- **Forged strategic partnerships** to create global employment pathways, aligning domestic skill development programs with international standards. Facilitated the mobility of skilled workers, opening new opportunities and boosting economic growth.
- **Integrated advanced analytics** into program management, enabling data-driven decision-making that optimized resource allocation and identified areas for intervention, leading to improved program performance and outcomes.
- **Strengthened regional engagement strategies**, tailoring programs to address specific local needs and increasing participation rates in underrepresented regions by 18%.
- **Launched comprehensive training** and capacity-building programs, equipping educators, industry partners, and trainers with the tools and knowledge to support scalable and sustainable apprenticeship models.

Education

- **Digital Marketing Management**, University of Toronto
- **Workplace Communications**, Ryerson University
- **Masters in Communications**, Guru Jambheshwar University
- **BE in Computer Science**, Maharishi Dayanand University