

Shruti Gandhi

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Digital Marketing Associate

A creative marketing specialist with a background in campaign optimization, content creation, and social media management. Adept at using data-driven tactics and creative storytelling to increase audience engagement. Proficient at cooperative processes, and smoothly handling team coordination. Proficient in Google tools and the Adobe Creative Suite and take a team-based, community-focused approach to marketing.

- Google Analytics, Google AdWords, and SEO
 - Performance Marketing
 - Social Media Management
 - Adobe Creative Suite (Photoshop, InDesign)
 - Marketing Campaign Optimization
 - Email Marketing Campaigns and Newsletter Creation
 - Customer Relationship Management
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Education

Post-baccalaureate in Digital Marketing

Douglas College, New Westminster, BC

August 2024

Bachelor of Account and Finance

Nagindas Khandawala College, Mumbai, Maharashtra, India | GPA: 3.2

2020

Relevant Experience

Seray Apparel Ltd, Canada (Vancouver, British Columbia)

(January 2025 to present)

Marketing Coordinator intern

- Set up and optimized Google Ads (Search, Display, and YouTube) for sleep and wellness products.
- Oversaw showroom operations, ensuring smooth in-office experiences.
- Assisted with order fulfillment, inventory management, and Shopify operations.
- Provided customer experience support, responding to inquiries and compiling feedback reports.
- Coordinated Seray photoshoots, capturing behind-the-scenes content.
- Planned and executed marketing campaigns, promotional strategies, and content calendars.

Reach Local, India (Mumbai, Maharashtra)

(September 2022 to July 2023)

Search Engine Analyst

- Manage and optimize paid SEM campaigns for local businesses in the USA and Canada across platforms like Google and Yahoo Bing Search ads, with an average monthly budget of around \$450,000.
- Set up initial campaign AD Groups, Text Ads, Keywords, and Bidding Strategies according to the campaign focus and client's needs.

- Managing campaign expenses, staying on budget, estimating monthly costs, and reconciling discrepancies.
- Executing tests, collecting, analyzing data, and identifying trends and insights to achieve maximum ROI in paid search campaigns.
- Restructure poorly performing SEM campaigns to reduce advertiser churn by improving & maintaining the list of keywords, Ad Copy, Bids & Budgets, Ad groups, Targeting & landing pages for approximately 130 SEM campaigns monthly.

Parity Cube Pvt. Ltd, India (Mumbai, Maharashtra)

(June 2021 to September 2022)

Deal Editor – Partnership

- Conducted research across various e-commerce websites to identify profitable deals that increased platform engagement and user interaction.
- Created and revised online content to ensure readability and user interaction, which enhanced SEO and the user experience on the website.
- User-generated content, including reviews, comments, and product descriptions, was moderated to ensure quality and relevance.
- Developed compelling and insightful online content that boosted audience interaction and strengthened brand trust.

Other or Additional Work Experience

The Mobile Shop, Canada (Burnaby, British Columbia)

(June 2024 to present)

Wireless Sales Representative

- Proactively approach and engage potential customers to promote wireless products and services.
- Establish genuine relationships with customers; offering expert advice on mobile phones, rate plans, accessories, and device protection plans to fit their personalized needs and understand our carrier mix, promotional offerings, and pricing.
- Upselling additional products to enhance the customer's experience.
- Collaborate with your peers to increase and drive store traffic to boost sales.
- Stay current on the latest trends and mobile devices in the telecommunications industry to effectively communicate features and benefits to customers.
- Processing sales transactions, maintaining accurate inventory records, and ensuring the cleanliness and organization of the sales floor.
- Perform follow-up interactions with clients to ensure satisfaction post-sale.

Best Buy, Canada (Surrey, British Columbia)

(October 2023 to June 2024)

Retail Associate

- Welcome and engage with customers in a warm, friendly manner.
- Serve as a brand ambassador by bringing together your passion for people and technology to serve our customers.
- Recommend products and solutions that meet customers' needs.
- Complete cashier duties for purchases, returns, and exchanges.
- Apply the appropriate knowledge and expertise through ongoing learning and development.
- Ensure your department is clean and well-stocked.
- Asset Protection and Shrink.