

ARUSHI GANDHI

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EDUCATION

Toronto Metropolitan University (Formerly Ryerson University)

Bachelor of Commerce – Honours Marketing Management Major & Double Minor in E-business & Global Management
Dean's List (2021-2022)

PROFESSIONAL EXPERIENCE

Marketing Coordinator

November 2023 – Present

Tidal Commerce (Trusted clients; DrakeRelated, Carrier, Nocta, OVO, Carrier, Kicking Horse Coffee etc)

- Achieved a 30% growth in social media followers and interactions on LinkedIn, within just 2 months
- Orchestrated a \$5,000+ LinkedIn ad campaign for the Empowerment Drive, generating over 10,000 impressions and fostering connections for minority-led businesses, resulting in substantial growth and support within a 1 month
- Elevated newsletters click-through rates to 40% through targeted content creation and management using Klaviyo
- Utilized WordPress to create articles, design landing pages, and update the company website, driving a 35% improvement in user engagement based on Google Analytics data and ensuring engaging and relevant content.
- Executed and planned an event with 45+ registrants, coordinated with speakers from Shopify and Carrier, and managed the logistics of shipping cocktail kits to the USA and Canada. Resolved a last-minute vendor issue 5 days before the event, ensuring all kits were shipped on time
- Took on additional responsibility for managing marketing strategies for sister company **Cloud Managed Networks**, Led marketing initiatives, developed revenue growth strategies, managed social media, and strengthened client relationships through events and engagements
- Managed partnerships with companies such as Shopify, Tapcart, Rebuy, Okendo, Recharge, and others, maintaining strong relationships and co-marketing opportunities
- Supervised and mentored a graphic designer intern, providing comprehensive training on company guidelines and best practices. Enabled the intern to excel within a month, significantly contributing to team productivity and creative output
- Leading email marketing strategies to drive \$400K in annual revenue through automations, flows, and template designs
- Created engaging content for case studies (Carrier and Dreamcrew), highlighting strategic marketing initiatives and driving lead generation to showcase at ShopTalk

Head of Marketing Koncre8

August 2023 – Present

Top 150 in BuildSpace (Backed by a16z + YC)

- Successfully launched a socially responsible clothing brand in 6 weeks after conducting market research and trend analysis
- Evaluated and negotiated with more than 8 suppliers and screened over 20 samples before identifying the ideal fit for the brand's vision and quality standards
- Designed and developed a user-friendly website using Shopify, and orchestrated targeted campaigns and marketing efforts, resulting in \$800 in sales via Shopify within the first two days and website analytics with over 1,000 interactions

Founding Marketing Manager

Jun 2022 – July 2023

Lumos (EdTech Startup)

Toronto, Ontario

- Developed targeted paid search, resulting in a 60% increase in website traffic and a 35% boost in lead generation
- Conducted market research to identify target audiences for an email marketing campaign, employing data segmentation and analysis techniques, including cluster, regression, and A/B testing, to drive 100+ beta product sign-ups within 3 days
- Participated in a start-up fellowship at a top incubator program (DMZ) and implemented paid search, leveraging customer segmentation techniques to optimize paid search targeting, driving a 20% increase in conversion rates

Marketing Specialist

May 2022 - Aug 2022

T-Fashion (AI Fashion Startup)

Toronto, Ontario

- Conducted competitive research identifying USP; the execution of predicting fashion trends in seconds; used findings to execute 2 digital marketing campaigns that established a unique brand image for the company
- Implemented 3-month google ads campaign optimizing keywords, which shifted website ranking to #2 in search engine
- Conducted a comprehensive audit of the website landing page and applied user experience best practices to revamp its design leading to an increase in user engagement to 58% and conversion rates by 4%

Social Media and Marketing Intern

May 2020 – Aug 2020

Artyzen

Dubai, UAE

- Developed and launched a dynamic e-commerce website, incorporating user-friendly features and optimized product listings, leading to a 40% decrease in bounce rates and a 50% improvement in average session duration
- Designed an influencer marketing campaign that increased reach of company Instagram, surpassing sales targets by 118%
- Initiated outreach to 10 key influencers through cold calling efforts, resulting in successful collaborations with 4 influencers

Marketing Intern

Jun 2018 - Aug 2018

Landmark Group

Dubai, UAE

- Created and managed email marketing campaigns for 20 days, that used content specific to customer segments to drive a 20% increase in open rates
- Managed company's social media presence using targeted content to increase followers and engagement by 25%

ADDITIONAL INFORMATION

Technical Skills: Google Analytics, Google Ads, Google Search Console, SEMrush, MailChimp, Apollo, Slack, Jira, Sharpspring, HubSpot, Trailhead, Adobe, Canva, Microsoft Office, Framer, E-commerce, IAS, Asana, Trello, Slack, Wordpress, Artificial Intelligence, Shopify, Communication, Figma, Klaviyo, Jira