

Ashlie Arora

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EDUCATION

Ted Rogers School of Management at Toronto Metropolitan University

Sept 2020 - Present (Expected April 2025)

Bachelor of Commerce (BComm) – Business Technology Management, cGPA: 3.98/4.33

Dean's List 2020/21, 2021/22 & 2023/24

PROFESSIONAL EXPERIENCE



Air Canada

Digital Media Specialist | Jan 2024 - Aug 2024

- Conducted post-campaign analyses to inform media campaign results and adjust budgeted expenses
- Owned and mastered the campaign trafficking process, speeding up campaign execution and streamlining trafficking efforts
- Manually cleaned & updated metasearch deeplink campaign data to inform accurate PowerBI dashboard KPIs
- Owned and executed multiple media campaigns with different business objectives across multiple media platforms
- Quality assured weekly performance metrics for international & major market portfolios for performance review meetings
- Performed an exploratory analysis of top performing sites for American Express specific media campaigns

Digital Coordinator | May 2023 - Aug 2023



Loblaw Companies Ltd.

Brand Marketing | Sept 2022 - Dec 2022

- Coordinated and managed deployment of weekly Market division emails delivered to >1M consumers
- Acted as a liaison between internal departments to facilitate cross-Canada store openings
- Assisted with overall President's Choice Holiday Insiders program tracking by leading the collection and reporting of key marketing metrics for program launch within Market division
- Ensured successful project management and execution through tools such as Adobe Workfront and JIRA



Palette Foods Inc.

Digital Marketing & Ecommerce Sales | May 2022 - Aug 2022

- Handled back-end sales processes on various industry platforms such as Shopify and Amazon
- Ensured successful project management and execution through software such as Monday.com
- Created successful industry partnerships with food festivals and other B2B businesses for brand exposure
- Facilitated in-person sales at vendor booth resulting in >3000% increase in website traffic overnight

ADDITIONAL EXPERIENCE



Information Technology Management Students' Association (ITMSA)

Executive Vice President | May 2023 - April 2024

- Served 3 years in the course union contributing to the planning and execution of information technology related events
- Managed a team of ~35 student leaders to administer social, professional & academic events dedicated to the student body
- Led a personal team of general associates to rotate into various departments and managed the cohesiveness of the team

Director of Events | April 2022 - April 2023

General Associate | Oct 2021 - April 2022

SKILLS

- Creative and strategic problem solver that uses data to draw insights for decision making
- Strong project management capabilities fostered through prior experiences in leadership roles
- Passionate about brand development and analytics and further developing marketing or technical skillsets
- Quick learner with an open mindset to grasp new concepts/software quickly and efficiently
- Proficient communication skills; good listener who is capable of building strong relationships through empathy
- **Technical Skills:** MSFT Office Suite, Programming Fundamentals (Python, SQL, C++, HTML, CSS), Digital Marketing Platforms (DV360, CM360, Google Ads, Meta Ads Manager)