

Disha Gandhi

Digital Marketing & Media Relations Expert

📍 Canada [in/disha-gandhi30](#)

PROFESSIONAL SUMMARY

Detail-oriented and proactive Business Marketing graduate with hands-on experience in content creation, digital communication, and social media strategy. Proven ability to monitor media coverage, draft reports, and support brand visibility through data-driven insights and strong writing skills. Adept at using Microsoft Office tools, maintaining accuracy under tight deadlines, and adapting to fast-paced communication environments. Passionate about media relations and contributing to impactful public-facing narratives.

EXPERIENCE

Content Creator

Instagram

October 2023 - Present

- Developed and delivered high-performing content, achieving a **178.48% engagement rate** with **4.5K+ followers** and over **4.5M+ total views**.
- Optimized content performance using data insights, consistently averaging **651+ likes** and **20+ comments per post**, enhancing user interaction.
- Developed high-performance content with **Capcut** and lead nurturing strategies that generated **55.6K engagements** and contributed to improved conversion rates.
- Leveraged **Adobe Creative Suite** for content design and editing, increasing **visual engagement by 22%** and improving **community feedback scores by 5%**.

Social Media Coordinator/ Beauty Expert

Shoppers Drug Mart

January 2023 - Present

- Drove demand generation by implementing multi-channel marketing strategies, increasing brand visibility and engagement with **10K+ potential leads**.
- Developed and executed cross-channel campaigns, managing budgets and collaborating with agencies to ensure seamless execution.
- Optimized **SEO** and **paid search campaigns** to enhance top-of-funnel lead acquisition, improving **web traffic** and increasing inbound leads.
- Led content creation and engagement initiatives, fostering stronger community relations and increasing **brand loyalty**.

EDUCATION

Diploma in Business: Marketing

Seneca Polytechnic • Toronto, ON • 2024

SKILLS

Demand Generation & Digital Marketing: Multi-Channel Campaigns, Lead Acquisition & Nurturing, CRM Integration (HubSpot, Salesforce), Marketing Automation (HubSpot), Paid Advertising (Google Ads, LinkedIn Ads, Meta Ads), Email Marketing, Conversion Rate Optimization (CRO), Retargeting Strategies.

Graphic Design & Video Editing: Canva, Photoshop, Lightroom, CapCut, Adobe Suite (Photoshop, InDesign, Illustrator).

Paid Campaign Strategy & Optimization: Google Ads, Paid Campaign Strategy & Optimization, Search Engine Marketing (SEM), Performance Optimization, SEO Implementation & Keyword Research

Data Analysis & SEO & Technical Proficiency: Google Analytics, Performance Tracking & Reporting, Dashboard Creation & Data Visualization, Key Performance Indicators (KPIs) & ROI Analysis

Business Development & Sales: Lead Generation, Outbound Prospecting, B2B Sales, CRM (Salesforce, HubSpot), Consultative Selling, Multi-Channel Outreach, Sales Pipeline Management, Social Selling.

Interpersonal Skills: Collaboration & Relationship Management, Project Management, Team Coordination & Fluency in English and French (written and oral)

INVOLVEMENT

Marketing Intern

Ontario College of Management & Technology • October 2024 - January 2025

- Spearheaded the launch of **Insight**, establishing a cohesive brand presence across major social media platforms.
- Utilized **Google Analytics** to monitor campaign performance, optimizing strategies based on **data-driven insights**.
- Streamlined content management with **Air table**, ensuring efficient team collaboration and timely asset delivery.
- Conducted trend research and analyzed **KPIs** such as reach, engagement, and ROI, resulting in a **10%** enhancement of marketing strategies.

CERTIFICATIONS

Google Display Ads Certificate (Google)

Inbound Marketing (HubSpot Academy)

Social Media & Content Marketing (HubSpot Academy)

How to Research Using Artificial Intelligent (HubSpot Academy)