

Disha Gandhi

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PROFESSIONAL SUMMARY

Creative and detail-oriented **Marketing & Communications Specialist** with a strong background in **Digital marketing, Content creation, and Brand management**. Experienced in developing compelling copy, managing social media platforms, and designing marketing materials to enhance **Brand visibility**. Adept at leveraging analytics tools to measure campaign performance and optimize engagement strategies. Passionate about creating impactful content that aligns with corporate messaging and business objectives.

SKILLS & EXPERTISE

- Digital Marketing and Content Strategy
- Social Media Management (Instagram, LinkedIn, YouTube)
- Graphic Design (Canva, Photoshop)
- CRM and CMS Platforms
- Data Analysis and Consumer Insights
- Microsoft Excel, Word, and PowerPoint

EDUCATION

Seneca College, Toronto, ON

Diploma in Business Marketing (BAM) August 2024

PROFESSIONAL EXPERIENCE

Marketing Intern | Ontario College of Management and Technology

2024 - 2025

- Spearheaded the launch of *Insight*, an AI-based eLearning platform, establishing a cohesive brand presence across YouTube, TikTok, Instagram, Facebook, Twitter, and LinkedIn.
- Utilized tools like **Google Analytics** to monitor campaign performance, providing actionable insights for continuous optimization.
- Leveraged **Air table** to manage content calendars, streamline team collaboration, and ensure timely delivery of marketing assets.
- Conducted research on emerging trends in technology, social media, and consumer behavior, incorporating findings into marketing and communications strategies.
- Regularly assessed KPIs, such as reach, engagement, conversions, and ROI, to evaluate campaign success and identify areas for improvement.

Social Media Coordinator/ Beauty Expert | Shoppers Drug Mart

2023 – Present

- Directed marketing strategies for retail events, boosting event-driven sales by 25%.
- Collaborated with cross-functional teams to create **Social media strategies** for brand awareness and conversions
- Developed media plans, managing budgets and agencies to execute **Cross-channel campaigns**.
- Analyzed web traffic and applied **SEO strategies** to enhance content visibility and reach.
- Managed content creation, scheduling, and engagement, fostering community relations and responding to inquiries.

SUCCESSFUL ACQUISITION

- Google Display Ads Certificate (Google)
- Social Media & Content Marketing (Hubspot Academy)
- How to Research Using Artificial Intelligence (Hubspot Academy)
- Social Media Simternship (Stukent)