Andrew Daniel Singari

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EDUCATION

TRINITY WESTERN UNIVERSITY
Bachelor of Science B.Sc.
Computer Science
Langley, BC
GPA: 4.0

CERTIFICATIONS

GOOGLE DATA ANALYTICS

- Certificate ID: 107203566
- Expiry Date: June 27, 2025

SKILLS

TOOLS

MS Office Suite, Microsoft Excel, PowerBI, PowerPoint, Canva, Adobe Suite, Adobe Photoshop, Adobe InDesign, Adobe Illustrator, Adobe Creative Cloud, Adobe Premiere Pro, Final Cut Pro, CapCut, Klaviyo, Zapier, Hubspot

CRM

Hubspot, Microsoft Dynamics 365 CRM, Salesforce, Syspro ERP

CMS

Joomla, WordPress, Shopify, BigCommerce

SEO & PIXEL

Google Analytics, Google Search Console, Google Tag Manager, Google AdWords, Google Performance Max, Google Ads, Facebook/Meta Advertising

PROGRAMMING LANGUAGES

Liquid, HTML, CSS, JavaScript, PHP, Python, TypeScript, MySQL, React, Node.js, Linux, Jira, Agile

EXPERIENCE

MARKETING MANAGER SightSage Foods and Nutrition Inc.
May 2023 - Present | Vancouver, BC

- Conducted **A/B testing**, customer churn analysis, segmentation, lifetime value analysis, and lead generation activities to enhance email marketing effectiveness and paid ads reporting.
- Designed, developed, and deployed E-Commerce websites using Shopify and WordPress CMS as well as created other websites HTML, CSS, Javascript with implementation of **SEO** best practices, web analytics, and tracking tags.
- Engaged with B2C customers to address their queries and leveraged **Hubspot CRM**. Built rapport and established trust with customers.
- Increased sales by producing and running social media content using **Google and Meta ad** platforms, leveraging tools such as **Canva, Adobe Photoshop, Illustrator, InDesign**, etc.
- Created interactive dashboards in **Microsoft Excel** and **Power BI**.

MARKETING INTERN Coast Spas Manufacturing
August 2022 – February 2023 | Langley, BC

- Spearheaded the integration of **Klaviyo** with GA4 and other analytics tools to enhance tracking and reporting of email marketing performance, resulting in 20% increase in email open rates and 15% boost in click-through rates.
- Leveraged **Microsoft Dynamics 365 CRM** ticketing system to process sales transactions accurately from dealers & customers.
- Utilized **Syspro ERP** system to manage inventory and supply chain.
- Managed B2B and B2C websites and applications, leveraging **React** for web apps and **Shopify** E-Commerce **CMS** serving dealers and customers, worldwide.

SALES ASSOCIATE Worldlink Exports
June 2021 - June 2022 | Remote

- Build current business base by responding to customer calls and resolving issues.
- Drove a 15% increase in sales and improved customer satisfaction by 20% through targeted strategies.
- Ensure Merchandising standards are executed in all accounts