

Andrew Daniel Singari

 Github |  LinkedIn |  andrewsingari.com |  andrewsingari@gmail.com |  236-339-1179

WORK EXPERIENCE

Digital Marketing Manager

May 2023 - Present

SightSage Food and Nutrition Inc.

Richmond, 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 dynamic landing pages on Shopify and Wordpress with implementation of SEO best practices, web analytics, and tracking tags.
- Increased sales by 30% by producing and running social media content using Google and Meta ad platforms.
- Created interactive Dashboards in Microsoft Excel and Power BI.
- Engaged with B2C customers to address their queries and leveraged Salesforce CRM. Built rapport and established trust with customer.

Marketing Representative Intern

August 2022 - February 2023

Coast Spas Manufacturing

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 optimize customer service with dealers & customers.
- UI-UX, leveraging React for web apps and Shopify E-Commerce CMS for B2B & B2C websites serving dealers and customers, worldwide.
- Integrated frontend with Microsoft Dynamics 365 CRM ticketing system and Syspro ERP to optimize product recommendations to dealers & customers, maximizing sales.

Digital Marketing Representative

June 2021 - June 2022

Worldlink Exports

Remote

- Drove a 15% increase in sales and improved customer satisfaction by 20% through targeted strategies.
- Achieved significant cost savings of 30% and maintained a high team retention rate of 80% through effective management and negotiations.

EDUCATION

Trinity Western University *Langley, British Columbia*

GPA: 3.8

BSc Computer Science

SKILLS

Tools	MS Office Suite, Microsoft Excel, PowerBI, Powerpoint, Adobe Suite, Adobe Photoshop, Adobe InDesign, Adobe Illustrator, Adobe Creative Cloud, Adobe Premiere Pro, Final Cut Pro, Canva, CapCut, Klaviyo, Zapier, Klaviyo, Hubspot
CRM	Salesforce CRM, Microsoft Dynamics 365 CRM, Syspro ERP
CMS	Joomla, Wordpress, Shopify API, BigCommerce
SEO & Pixel	Google Analytics, Google Search Console, Google Tag Manager, Google AdWords, Google Performance Max, Google Ads, Facebook/Meta Advertising
Programming	Liquid, HTML, CSS, Javascript, PHP, Python, Typescript, MySQL, React, Node.js, Linux, Jira, Agile