

Maahi Gandhi

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EDUCATION

Wilfrid Laurier University - Lazaridis School of Business & Economics

09/2022 – 04/2026

Honours Bachelor of Business Administration

Waterloo, Ontario

- Achieved a final admissions average of 95% to qualify for the Presidents Gold Scholarship valued at \$4000.

PROFESSIONAL EXPERIENCE

Marketing Assistant

09/2023 – 12/2023

Daly Media & OpenHouse Marketing

Toronto, Ontario

- Assisted in creating compelling and SEO-friendly content for the company and the marketing agencies client's website, blog, and social media platforms, **resulting in increased traffic.**
- **Managed social media** with content scheduling, community engagement, and reporting, achieving increased follower growth and post engagement for the company and clients.
- Assisted in **maintaining the company's website** by updating content, images, and information, resulting in an improved user experience.
- **Conducted competitor research** to identify industry trends and opportunities, refining our strategies, to stay ahead of the competition.
- Assisted in the execution of email marketing campaigns, including **list segmentation and content creation.**

Digital Marketing Intern

05/2023 – 08/2023

Daly Media & OpenHouse Marketing

Toronto, Ontario

- **Created compelling and SEO-friendly content** for the company and the marketing agencies client's website, blog, and social media platforms, resulting in increased traffic.
- Managed social media accounts through content scheduling, community engagement, and reporting.

Co-Founder & Designer

03/2021 – PRESENT

Sincerely Threaded

Toronto, Ontario

- Developed an idea and **established a custom embroidery, e-commerce** based small business.
- **Marketed the brand** online, primarily through applications like Instagram and TikTok.
- **Generated ~ 3000+ dollars in profit** following the business's establishment and **completed ~ 150+ orders.**

LEADERSHIP

Director of Operations

05/2023 – PRESENT

Lazaridis Students' Society

- **Conceptualized and executed diverse events**, fostering vibrant student engagement and increased attendance.
- Developed and **maintained relationships** with vendors and partners to **enhance event quality and scale.**
- Designed innovative event concepts, leading to **improved engagement and attendance rates.**
- **Utilized data-driven insights** for strategic event enhancements based on feedback and analysis.
- **Collaborated with cross-functional teams** for integrated event execution and effective communication.

Vice President

07/2021 – 06/2023

Toronto Youth for UNICEF

- **Creating long and short-term goals** for the executive and general team by evaluating the progress made
- Evaluating and **providing constructive feedback** to the cross-functional teams to ensure an integrated and effective effort.
- **Raised over \$2000** for the SickKids Foundation through planning, marketing, and effective execution.

Head of Logistics

10/2020 – 06/2021

Toronto Youth for UNICEF

- **Leading a brilliant team** to brainstorm, plan, and execute events that bring value to the community we were fostering and serving.
- **Organized and led a successful North American wide webinar** with influential spokespersons educating the TYFU community.

SKILLS

Skills (Critical thinking, Organization, MS Software, Canva, Creativity, Interpersonal skills)

Competitons (CIBC Capital Markets Case Competition (2023), Laurier Case Team Competition Semi-Finalist (Team 40/265) (2022), DECA Regional Finalist (2018))

Languages (English, Gujarati, Hindi)