

Maahi Gandhi

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EDUCATION

Wilfrid Laurier University - Lazaridis School of Business & Economics (LSBE)

Honours Bachelor of Business Administration | Double Minor in UX Design and Environmental Studies

09/2022 – 04/2026

Waterloo, Ontario

PROFESSIONAL EXPERIENCE

Project Management Summer Student, Business Planning - Oncology

AstraZeneca Canada

05/2024 – 08/2024

Mississauga, Canada

- **Supporting key Oncology Business Unit (OBU) projects** including company-wide surveys, corporate repositories, CO₂ guidance, and planning AZ events and conference-attendance
- **Supported project managers in organizing and facilitating cross-functional team meetings**, documenting minutes, action items, and decisions, and **assisting in decision-making processes** to drive progress and accountability
- **Research and analysis to gather data** on competitive landscape, and regulatory developments in the oncology therapeutic area, **to make inform strategic decision-making**
- **Prepared and delivered presentations to stakeholders** on project updates, progress against targets, and strategic recommendations, ensuring clear communication and alignment on project goals
- **Coordinated with external partners** to ensure delivery of project milestones and deliverables, **fostering productive relationships and managing agreements**

Digital Marketing Intern and Marketing Assistant

Daly Media & OpenHouse Marketing

05/2023 – 12/2023

Toronto, Ontario

- **Examined large datasets to conduct competitor analysis to evaluate pricing strategies, service features, and marketing tactics** of key competitors, to provide actionable insights into strategizing
- Assisted on the **brainstorming, creation and execution of digital marketing campaigns** for clients that **increased engagement on their platforms by approximately 15%**
- Created **compelling and SEO-friendly content** for the company and their client's platforms
- **Maintaining the company's website** by updating content and information, to improve user experience

Co-Founder & Designer

Sincerely Threaded

03/2021 – 05/2023

Toronto, Ontario

- **Established a custom embroidery, e-commerce based small business** - operating through Instagram
- **Generated ~ 3000+ dollars in profit and completed ~ 200+ orders**

LEADERSHIP

Vice President of Marketing

Lazaridis Students' Society

05/2024 – PRESENT

- **Oversee the marketing of 23 clubs** as a part of the LSBE Students' Society Executive Leadership Team
- **Define goals and timelines** for my team and **communicate my vision** to my team of seven
- **Cross-portfolio collaboration** to establish objectives, action items, and timeline **to deliver projects**
- **Plan and execute** our content: graphics, merchandise, multimedia, and editorials to increase reach
- Achieved an **upward increase of 28% in reach and 21% in engagement in a month**
- **Create and deliver weekly presentations** to the team, providing innovative ideas and status updates to enhance project progress and team collaboration

Director of Events

Lazaridis Students' Society

05/2023 – 04/2024

- **Conceptualized and executed award-winning events**, that fostered student engagement
- Developed and **maintained relationships** with 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 communication

Vice President

Toronto Youth for UNICEF

07/2021 – 06/2023

- **Creating long and short-term goals** for the team by evaluating the progress made
- **Providing constructive feedback** to the cross-functional teams to align actions to our goals
- **Raised over \$2000** for the SickKids Foundation through planning, marketing, and effective execution

SKILLS

Skills

Critical thinking, Organization, MS Software, Financial Analysis, Canva, Innovative, Communication, and Interpersonal skills

Languages

English, Gujarati, Hindi

Competitions

Laurier Case Team Competition Semi-Finalist (2022)

Awards

Presidents' Gold Scholarship, Highest Achievement in International Business, and Honour Roll