

Prithvi Pandya

Location: Toronto, Canada

Portfolio / LinkedIn / GitHub

Email: prithvipandya1971@gmail.com | Mobile: +1 437-998-7143

PROFESSIONAL SUMMARY

Strategic email marketer with 4+ years of experience leading B2B and B2C campaigns through automation, segmentation, and performance analysis. Delivered over 1,000 optimized email journeys using Mailchimp, HubSpot, Lasso, Constant Contact, and GA4 — with a strong focus on data-driven optimization and lifecycle engagement.

SKILLS & LANGUAGES

Languages: HTML5, JavaScript, Python, Sass/SCSS, SQL, VBA

Tools: Google Analytics GA4, HubSpot, Mailchimp, Constant Contact, Lasso, Power BI, Canva, Excel

Key Skills: Email Calendar & Lifecycle Management, Segmentation & Tagging, CASL Compliance, A/B Testing

Salesforce & Klaviyo: Familiar with principles via HubSpot, Mailchimp, Eci Lasso and Constant contact experience

Certified: Email Marketing and DNS policies from Mailchimp & Indeed Learning

EXPERIENCE

Marketing Specialist

April 2025 – Present

PandyaDigital | Contract (Adobe suite, CSS, GitHub, HTML, JavaScript, MS Office, VS Code, Canva)

Remote, Canada

- Managed multi-channel **B2B** and **B2C** email and social-media campaigns, deploying assets via **Mailchimp**, **HubSpot** and designing branded collateral in **Canva**, each deliverable aligned to key **metrics** and strategic goals.
- Developed mobile-optimized **HTML/CSS** email templates and scheduled campaigns via Mailchimp and **Constant Contact**, resulting in improved engagement and attribution accuracy.
- Monitored campaign performance using **GA4** and internal dashboards, collaborated with strategy teams on mid/post-campaign reports, and provided actionable insights to refine targeting and **boost ROI**.
- Conducted in-depth market research on customer personas, industry trends, and competitor messaging to support data-driven campaign planning, segmentation, and **personalized content** strategies.
- Building and optimizing landing pages and lead capture forms using Wix under tight deadlines, integrating with email platforms and CRMs to support campaign objectives, consent collection, and lead nurturing workflows.
- Assisted in CRM automation, tracking implementation, and tag management, while performing QA checks across campaigns and prioritizing fixes to improve reporting accuracy and cross-platform optimization.

Email Marketing Specialist – Data & Automation Focus

April 2023 – February 2025

Ryan-Design | Digital Marketing Agency (HubSpot, Mailchimp, HTML, Adobe suite, Canva)

North York, Canada

- Lead Email Marketing team executed **1,000+ B2B & B2C** email campaigns across **30+ client** accounts using **Mailchimp** and **HubSpot**, contributing to a 25% lift in open rates through **A/B testing** and content optimization.
- **Managed** the email calendar, coordinated with account managers to build **drip campaigns** and **lead-nurture** journeys, and designed supporting visuals in **Canva** to boost engagement and ensure brand consistency.
- Designed and managed automated workflows and re-engagement sequences in Mailchimp and HubSpot, incorporating **QA testing** and **prioritizing fixes** to reduce churn and accelerate lead progression.
- Leveraged data pipelines built in Python and integrated with **GA4 APIs** to produce weekly campaign insights and present recommendations to both internal and client stakeholders via **custom Excel data visualization**.
- Championed **email list segmentation** based on industry, behavior, lifecycle stage, and engagement — enabling hyper-targeted messaging and improving **CTR by 19%**.
- Performed regular list hygiene, bounced email cleanup, consent validation, and subscriber re-engagement.
- Ensured 100% compliance with **CASL**, **CAN-SPAM**, and **DKIM/SPF** upholding QA standards across all accounts.

Business Operations Analyst

May 2020 – June 2022

Impact Media | Events Corporation (CSS, Excel, HTML, JavaScript, MS Office, MS Teams, PHP, VS Code)

Brampton, Canada

- Developed a **Python-based automation** tool for **B2B emails**, outreach to 2,500+ contacts per week.
- **Managed** performance **tracking** for emails, leveraging segmentation and content strategy.
- Conducted internal training on contact list **hygiene**, **opt-in protocols**, and **email compliance standards**.
- Delivered audience insights to **stakeholders**, refine messaging and increase campaign engagement.
- **Optimized** operational workflows, improving campaign setup time by **35%**.

EDUCATION

Wilfrid Laurier University

Honors Bachelor of Science - Computer Science

Sept 2018 – June 2022

Waterloo, Canada