

SHRESHTH SAINI

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SUMMARY

Marketing Specialist with 4+ years of experience in Canada and international markets, skilled in content creation, digital campaigns, and analytics-driven strategy. Proven ability to drive engagement, leads, and ROI across diverse industries.

CERTIFICATIONS

- Certified Digital Marketing Associate (Digital Marketing Institute, 2024)
- Marketing Analytics (LinkedIn Learning, 2023)
- Fundamentals of Digital Marketing (Google Digital Garage, 2022)

PROFESSIONAL EXPERIENCE

Digital Marketing Coordinator | Nike, Inc. | Jan 2022 - Jun 2025

- Developed and executed multi-channel digital marketing campaigns (Google Ads, LinkedIn, Email) driving a 22% increase in qualified leads.
- Collaborated with sales and product teams to create targeted content (blogs, whitepapers, landing pages), contributing to a 30% boost in engagement.
- Leveraged Google Analytics & HubSpot to track KPIs, reducing CPL by 18% and increasing ROI through data-driven optimizations.

Marketing Associate (Digital Marketing) | OYO Hotels | Jan 2021 - Dec 2021

- Executed multi-location marketing campaigns, increasing seasonal bookings by 15%.
- Planned and managed content calendars across Facebook, Instagram, and LinkedIn, driving 20% follower growth in 6 months.
- Assisted in event partnerships and influencer collaborations, boosting local brand awareness and customer engagement.

CORE SKILLS & TOOLS

- **Digital Marketing:** SEO, Paid Media Campaigns, Email Marketing, Social Media Strategy, Influencer Partnerships, Content Creation
- **Analytics & Reporting:** Google Analytics, HubSpot, Tableau, Power BI, Excel, Campaign Optimization KPI Tracking & Reporting
- **CRM & Automation:** Salesforce, HubSpot CRM, Lead Nurturing
- **Creative Tools:** Canva, Adobe Creative Suite, Illustrator, InDesign
- **Project Management:** Asana, Trello, Cross-Functional Collaboration

EDUCATION

Master of Business Administration (MBA) | Jan 2024 - Jun 2025

University Canada West | Relevant Coursework: Project Management

Bachelor of Business Administration (BBA) | Aug 2020 - Sep 2023

Delhi Technological University