

SHRESHTH SAINI

+1 (672) 336-6428 | shreshthsaini45@gmail.com | Vancouver, BC | [Portfolio Link](#)

PROFESSIONAL SUMMARY

Results-driven Digital Marketing Specialist with 4+ years of experience driving multi-channel growth across international markets. Skilled in paid media, SEO, and marketing analytics with a strong track record of increasing engagement by 30% and lead generation by 22%. Adept at leveraging tools like Google Analytics, HubSpot, and Tableau to optimize ROI and campaign performance.

CERTIFICATIONS

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

WORK EXPERIENCE

Performance Marketing Analyst | Practo | Jan 2022 - Jun 2025

- Orchestrated and optimized multi-channel digital campaigns (Google Ads, LinkedIn, Email), driving a 22% growth in qualified leads and 30% boost in engagement.
- Partnered with sales and product teams to design data-backed content (blogs, whitepapers, landing pages), enhancing conversion funnel performance.
- Implemented advanced analytics with Google Analytics and HubSpot, reducing CPL by 18% and improving ROI through continuous A/B testing and audience segmentation.

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

- Executed multi-location campaigns across paid and organic channels, increasing seasonal bookings by 15%.
- Managed content calendars across Facebook, Instagram, and LinkedIn, boosting audience growth by 20% within 6 months.
- Strengthened brand visibility through influencer partnerships and event marketing, resulting in 10K+ local engagements.

KEY SKILLS

- **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, Figma
- **Project Management:** Asana, Trello, Cross-Functional Collaboration

EDUCATION

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

University Canada West | Relevant Coursework: Project Management, Marketing Analytics
[#Click2ViewMyTranscript](#)