

SIMRAN SHAH

Ontario, Canada

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PROFESSIONAL SUMMARY

Results-driven marketer with 4+ years of experience. Successfully managed a \$150k campaign, increasing lead generation by 30%, and boosted engagement by 40%. Skilled in data-driven insights and cross-functional collaboration.

CERTIFICATIONS AND KEY SKILLS

Certifications: Google Analytics (Mar 2024) • Inbound Social Media Strategy - Hootsuite Academy (Oct 2023) • User Experience : Google Certified (April 2022) • SEO by SEMRUSH (Nov 2023)

Tools: Project Management Software (Trello, Asana, Jira) • Adobe Creative Suite (Illustrator, Premiere Pro, XD) • CRM Software (Salesforce, Zoho CRM, HubSpot) • Data Analysis Tools (Google Analytics) • Microsoft Office Suite • Figma • Prototyping Tools (InVision, Webflow)

Technical Skills: Web Development (HTML, CSS - Basics)

Soft Skills: Communication • Analytical Reasoning • Problem-Solving • Collaboration • Adaptability • Creativity • Multitasking

WORK EXPERIENCE

Allergan Aesthetics, AbbVie, Canada
Marketing & Design Associate

May 2023 - Apr 2024

- Managed a \$150,000 digital marketing budget, optimizing spending to address cost-efficiency challenges while increasing campaign ROI by 40%.
- Strategized and spearheaded social media initiatives for Allergan, resulting in a 40% increase in followers over an eleven-month period, in alignment with communication strategies.
- Executed website creation & email marketing, dynamic website creation & high performing email marketing achieving a 30% open rate and enhancing brand awareness.
- Developed communication channels for five major brands, boosting brand voice by 15%.

Seneca Polytechnic, Canada
Lead Student Ambassador

Oct 2022 – May 2024

- Facilitated aligned directional information to an average of 50 new students per week during peak orientation season, ensuring smooth transitions and enhanced orientation experiences.
- Organized a successful public exhibit, demonstrating problem-solving and strategic leadership skills, effectively promoting the institute's mission.
- Planned and executed 6 events per semester, fostering meaningful connections among participants.

Pixel Ideas Pvt Ltd, India
Brand Manager

Jun 2021 – Jul 2022

- Launched initiatives on strategic social media platforms, driving a 65% uptake, resulting in increased revenue by 10%..
- Collaborated on marketing collateral for 5 brands, achieving a 20% increase in engagement and a 25% boost in website traffic.
- Developed and executed social media advertising campaigns for internal and external audiences, resulting in a 50% increase in sales.

Bonoboz Marketing Ltd, India
Digital Marketing Strategist

Jun 2019 – May 2021

- Implemented a content marketing plan, overcoming audience engagement challenges, resulting in a 35% boost in blog readership and a 20% increase in lead generation.
 - Analyzed market trends and competitor strategies, providing actionable insights that led to an increase in audience engagement .
 - Spearheaded influencer marketing campaigns, leveraging industry partnerships to boost brand visibility and achieving a 60% increase in social media mentions.
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EDUCATION

Seneca Polytechnic, Canada
Post Graduate in Brand Management

Aug 2022 – Apr 2024

Navrachana University, India
Bachelor of Arts in Journalism & Mass Communication

Sep 2016 – May 2019

ACHIEVEMENTS / VOLUNTEER OR LEADERSHIP EXPERIENCE

- **Volunteer at Qi Animal Sanctuary (2020)** : Implemented virtual fundraising campaigns, driving a 25% increase in donations and raising awareness for animal welfare during the pandemic.
- **UI UX Designer at Kiran Infosoft (2022)** : Successfully developed and launched two IoT digital products for SAAS use, resulting in a 20% increase in customer retention and key stakeholders.