

Contact

Phone

437-343-1617

Email

kannanaishwarya96@gmail.com

Expertise

Digital Marketing Tools

- Google Analytics
- Google Ads
- Facebook Ads Manager
- HTML Web Designing
- WIX Web Designing

Email Marketing Platforms

- Mailchimp
- Constant Contact
- HubSpot

CRM Software

- Salesforce
- HubSpot CRM
- Marketo

Graphic Design Tools

- Adobe Creative Suite (Photoshop, InDesign, Final Cut Pro & Illustrator)
- Canva

Social Media Management

- Hootsuite
- Sprinklr
- Sprout Social

Education

Strategic Relationship Marketing

George Brown College, Toronto, ON.

Advertising and Digital Media Management

Durham College, Oshawa, ON.

Bachelor of Communications

St. Francis College for Women, Hyderabad

Aishwarya Kannan

Marketing and Sales Lead

Seasoned marketing professional with over 5 years of experience, offering a wealth of expertise in creating and managing dynamic social media content, optimizing digital marketing strategies, and overseeing project workflows. Demonstrated success in developing and executing strategic communication plans, crafting impactful marketing collateral, and delivering detailed sales reports and analytics. A strategic thinker with a deep understanding of industry trends, leveraging my experience to evaluate campaign effectiveness and consistently contribute to the success of diverse marketing initiatives. Proven proficiency in coordinating marketing campaigns, managing online efforts, and fostering effective internal communications. Committed to collective success, showcasing ownership, initiative, and a genuine passion for building meaningful relationships within the industry.

Experience

2022 - Present

Triumph Group of Companies, Toronto, ON

Marketing and Sales Lead

- Created and managed compelling social media content (Instagram, Facebook, LinkedIn and X) for Triumph Group of Companies, enhancing brand visibility and engagement
- Collaborated directly with management and the development team to efficiently manage project workflows and oversee day-to-day milestones, ensuring timely project delivery
- Worked closely with the marketing team and a PR agency to optimize digital marketing strategies, contributing to the enhancement of Triumph's online presence
- Developed and executed a comprehensive social media content calendar, demonstrating strategic planning and execution abilities
- Designed and crafted brochures highlighting key areas of business expertise, contributing to effective marketing collateral
- Prepared detailed sales reports and performance analytics using GA4, staying abreast of industry trends to inform strategic decision-making
- Analyzed industry trade shows for potential exhibiting and speaking opportunities, showcasing a strategic approach to event participation
- Prepared, analyzed, and presented monthly Key Performance Indicator reports to the marketing team, offering insights for continuous improvement
- Drafted communication materials for internal purposes, including employee newsletters, blogs, and email blasts, supporting effective internal communications
- Evaluated the effectiveness of marketing campaigns and provided suggestions for improvements, demonstrating a data-driven and results-oriented approach
- Conducted in-depth analysis, interpretation, and dissemination of campaign results, shared key learnings, identified growth opportunities, and proposed strategic recommendations to enhance future campaign performance
- Managed online marketing efforts, including email campaigns, paid media advertising, and copywriting, contributing to a cohesive and impactful online presence

2020-2022

Toronto Luxury Suites, Toronto, ON

Marketing Coordinator

- Supported various marketing and creative projects, contributing to the successful execution of campaigns
- Assisted team members across diverse regions with day-to-day marketing tasks, ensuring seamless coordination of projects and activities
- Maintained and provided support to the IT team, actively managing web and app-related tasks
- Supported the development of external messaging for the CEO, actively drafting speeches and ensuring alignment with organizational goals
- Developed comprehensive communication products, including media releases, key messages, communication plans, issue notes, presentation material, speaking notes, and web and social media content
- Created and executed effective messaging content plans, ensuring consistency and alignment with overall marketing strategies
- Led the creative team through brand strategizing, conducting research for new trends, and fostering a collaborative and innovative work environment

2018 - 2020

GenInfo Solutions, Mississauga, ON

Marketing Assistant

- Provided client support, addressing and resolving construction-related complaints
- Generated content for marketing programs, including social media updates, print (magazine), and website content
- Wrote and monitored internal communications, managing internal newsletter and intranet content
- Assisted the COO in writing, editing, and proofreading communication documents and presentations
- Contributed to non-technical writing for proposal efforts, offering editorial oversight, copywriting, and editing support
- Utilized analytics tools to assess the performance of marketing efforts, providing data-driven insights for continuous improvement
- Actively participated in brainstorming sessions, contributing creative ideas and strategies to enhance marketing campaigns