

RAHI SHAH

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Summary: Strategic digital and influencer marketer with over 3 years of experience in brand strategy, social media campaigns, and digital communications. Proven expertise in influencer management, content planning, and social-first campaign execution, driving engagement and lead generation for global brands. Adept at managing cross-functional teams and delivering data-driven marketing strategies that optimize brand growth.

Technical Skills

- **Tools:** SEO, Google AdWords, Google Analytics, Google Sheets, Microsoft Applications (Excel, Word, PowerPoint, Power BI), Google Keywords Planner, Hootsuite, Hubspot, Canva, Adobe Creative Suite, SemRush, Mailchimp
- **Certifications:** Hubspot Marketing Software, Hootsuite Social Marketing, Marketing on Instagram, Google Analytics & Google AdWords, Facebook ads, Adobe Spark, Microsoft Excel, Inbound Marketing

Work Experience

Wireless DNA Inc., Toronto, ON | Global Digital Marketing Coordinator July 2023 – Present

- Lead **influencer marketing initiatives**, managing **70+ influencers** for Rogers campaigns, driving a **30%** increase in leads through data-driven strategies
- Develop and execute **social media strategies across Instagram, TikTok, Facebook, Twitter, and YouTube** to enhance brand visibility and engagement
- **Identify content gaps and opportunities**, providing recommendations to enhance brand storytelling and engagement
- Manage **Rogers financial aspects**, including seeking pre-approvals, submitting approved activities for **claims**, and overseeing **invoices** and **budgeting** for **marketing, airport, and logistics** activities.
- Stay ahead of **social media trends, algorithm changes, and industry best practices**, ensuring content strategies remain relevant and effective
- Collaborate with **cross-functional teams** to align marketing efforts with business objectives, ensuring consistent brand messaging and positioning

Dentsu, WAT Consult, Mumbai, India | Senior Digital Media Exec Sept 2020 – Feb 2021

- Managed marketing strategies for brands such as Fox Star Studios, MX Player, and Pepe Jeans India & London
- Developed and executed social media strategies across multiple platforms including **Facebook, Twitter, LinkedIn, YouTube** and **Instagram** resulting in a **20%** increase in engagement
- Partnered with **content creators** and **strategists** to develop multi-platform marketing campaigns, providing data-driven insights to optimize content performance and ensure brand consistency.
- **Monitored, analyzed, and reported** on social media to **identify areas of opportunity**, and **trends, setting targets** and **timelines** for social media programs and key initiatives using tools like Microsoft Excel and doc
- Acted as the primary point of contact for multiple high-profile clients, ensuring the timely delivery of digital marketing campaigns, resulting in a **25% increase in client retention** and a **30%** boost in **customer satisfaction**.
- Collaborated with marketing managers to develop targeted marketing campaigns for **product launches**, resulting in a **15% increase in sales** within the **first quarter**.

Big Trunk Communications, Mumbai, India | Social Media Executive Sept 2019 - Sept 2020

- Managed and Implemented a multi-platform content strategy + giveaways for Sbarro that increased their **sales by 20%**, with a follower **growth of 10%**; collaborated with **lifestyle and food influencers**
- Developed and implemented a targeted marketing campaign for **H&R Johnson** that resulted in a **15% increase in sales** and a **10% market share growth** within 7 months

Education

- PGDM Digital Marketing & Content Writing - York University Dec 2022
- PGDM Marketing Management - Seneca College Dec 2021

Academic Projects

Digital and Social Media Strategy for Mayoral of Sherbourne - Wade Mills

- Developed detailed digital and social media strategy for the mayoral campaign, encompassing audience targeting, content planning, event collaboration, and SEO tactics, culminating in a victorious election outcome for the mayor.