

Ashwam Mehta

Toronto, Ontario • ashwam.work@gmail.com • [\(647\) 646 4768](tel:(647)6464768) • [Linkedin](#) • [Portfolio](#)

Data-driven marketing professional with combined experience in Canada and India, delivering successful marketing and project coordination initiatives across healthcare, hospitality, and logistics sectors. Currently managing website & marketing deliverables at Entroopers Inc. A self-starter with a proven track record in cross-functional collaboration, resource management, and process improvement.

Professional Skills: Brand Marketing | Marketing Strategy | Project Management | Market & Consumer Analysis | Influencer Marketing | Social Media Management | Email Marketing | SEO & SEM | Cross-Functional Collaboration | Graphic & Web Design

Technical Skills: Meta Ads Manager | WordPress | Wix | Google My Business | Hubspot | Microsoft Office | Adobe Suite | Canva | Asana | Chat GPT | Mid Journey | HeyGen | ElevenLabs | Google Analytics

PROFESSIONAL EXPERIENCE

Marketing Coordinator – [Entroopers Inc.](#)

July 2024 – Present, Toronto, Canada

- Coordinating and managing multiple marketing projects, ensuring optimal resource allocation and strict adherence to timelines.
- Overseeing campaign deliverables for the company website, ensuring updates are accurate, timely, and aligned with brand guidelines.
- Building and regularly updating the company website using WordPress, optimizing layout, performance, and content for user engagement.
- Maintaining clear communication with internal teams and external vendors to ensure alignment on project goals and deadlines.
- Utilizing Asana for task tracking, timeline management, and progress reporting.

Content Creator / Writer (Freelance) – [Re/Max](#) | [GenWell Project](#) | [Brazily Fitness](#)

Jan 2024 – June 2024, Toronto, Canada

- Developing and executing multi-platform social media strategies, email marketing campaigns, and SEO-driven content for real estate, fitness, and non-profit clients, achieving measurable engagement and lead generation.
- Managing websites, property listings, and branded giveaways, while ensuring consistent brand voice, targeted messaging, and optimized audience reach for clients such as Re/Max.
- Creating and curating 150+ high-performing content pieces across social media and video formats, driving audience growth, partnerships, and campaign success.

Account Coordinator – Howl Digital

January 2023 – June 2023, Mumbai, India

- Managed multiple client campaigns for Zee TV, overseeing timelines, deliverables, and task assignments.
- Coordinated asset collection and distribution to ensure campaign readiness. Achieved a 30% improvement in engagement through performance-driven strategies.

Social Media Coordinator – Saraai Hospitality

June 2018 – Dec 2022, Mumbai, India

- Oversaw multiple marketing initiatives, ensuring deadlines were met and campaigns aligned with brand objectives.
- Partnered with vendors, event organizers, and influencers to deliver projects successfully. Managed resource scheduling, resulting in a 20% increase in website inquiries

Jr. Strategist – Brew-In Communications

May 2016 – June 2018, Mumbai, India

- Assisted in developing and implementing strategic concepts for healthcare brands, coordinating across departments to align project deliverables.
- Tracked project milestones and adjusted schedules to meet client expectations.

EDUCATION

- Post Graduate Certification in Digital & Content Marketing
– York University – Toronto, Canada.
- Bachelor Of Mass Media – Specializing in Advertising
– Mumbai University – India.

CERTIFICATIONS

- Google Search Ads Certificate – Google 2024
- Social Media Marketing – Hootsuite 2024
- Inbound Marketing Certificate – Hubspot 2024
- Content Marketing Certificate – Hubspot 2024