

ASHWAM MEHTA

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Marketing professional with experience supporting integrated marketing campaigns, project coordination, stakeholder management, market research, and digital marketing execution across agency, startup, and corporate environments. Skilled at coordinating cross-functional teams, managing campaign timelines, analyzing performance data, and delivering marketing initiatives from planning through execution. Experienced in collaborating with creative teams, clients, and external partners while managing multiple priorities in fast-paced environments. Passionate about building brands through data-driven marketing, consumer insights, and strategic campaign execution.

PROFESSIONAL EXPERIENCE

FAN EXPERIENCE COORDINATOR | TORONTO BLUE JAYS | CANADA | March 2024 – Present (3rd Season)

- Coordinated premium guest experiences while collaborating across multiple operational teams during large-scale live events.
- Managed real-time issue resolution and stakeholder communication in high-pressure environments.
- Demonstrated exceptional organization and relationship management while supporting premium hospitality operations.

MARKETING COORDINATOR | ENTROOPERS.INC. | CANADA | July 2024 – August 2025

- Coordinated multiple integrated marketing campaigns while managing timelines, deliverables, and cross-functional stakeholder communication.
- Conducted consumer, market, and competitor research to support campaign planning and strategic recommendations.
- Collaborated with internal teams, external partners, and clients to ensure campaigns were delivered on schedule.
- Assisted with campaign performance reporting, KPI tracking, and marketing analytics to identify optimization opportunities.
- Supported marketing project management by organizing workflows, coordinating approvals, and maintaining project documentation.
- Managed ongoing client communication, ensuring alignment between business objectives and campaign execution.
- Contributed to campaign planning by compiling market insights and previous campaign learnings.

MARKETING ADMINISTRATIVE COORDINATOR | RE/MAX (Contract) | CANADA | Jan 2024 – June 2024

- Coordinated marketing initiatives for multiple real estate projects while managing competing priorities and deadlines.
- Developed digital marketing assets including email campaigns, listing promotions, and marketing collateral.
- Managed CRM data, campaign information, and reporting to ensure accurate project tracking.
- Collaborated with agents, designers, and external vendors to execute marketing campaigns.
- Supported campaign execution through content updates, stakeholder communication, and operational coordination.

Jr. STRATEGIST | BREW IN COMMUNICATION GROUP | INDIA | May 2016 – Jun 2018

- Supported integrated marketing campaigns for national healthcare brands including Cipla, Sun Pharma, and Mankind Pharma.
 - Coordinated campaign timelines between strategy, creative, and client teams to ensure successful project execution.
 - Conducted market research, consumer analysis, and competitor benchmarking to support marketing strategy.
 - Managed stakeholder communication while consolidating feedback throughout campaign development.
 - Assisted with campaign reporting and post-project analysis to improve future marketing initiatives.
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MARKETING PROJECTS

GenWell Project - Canada

- Produced audience-focused digital content promoting social wellbeing initiatives.
- Applied audience research and storytelling strategies to increase engagement.
- Collaborated with project stakeholders throughout content development and campaign execution.

Brazily Fitness - Canada

- Developed social media content strategy.
 - Planned and executed digital campaigns.
 - Monitored campaign performance and audience engagement metrics.
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CORE SKILLS

Integrated Marketing Campaigns, Brand Marketing, Campaign Planning & Execution, Project Management, Stakeholder Management, Cross-functional Collaboration, Marketing Analytics, Campaign Performance Reporting, Market Research, Consumer Insights, Competitive Analysis, Content Strategy, Email Marketing, Digital Marketing, CRM Management, Creative Brief Development, Campaign Optimization, Budget Tracking, Marketing Communications, Vendor Coordination, Microsoft Excel, Google Analytics, Canva, Asana, WordPress, Adobe Creative Suite, HubSpot, Mailchimp

EDUCATION

- Post-Graduate Certificate in Digital & Content Marketing | York University, Toronto
 - Bachelor of Mass Media (Advertising) | University of Mumbai, India
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CERTIFICATIONS

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