

Pushti Shah

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Work Experience

Digital Marketing Specialist

Waterloo, ON

KidsAbility Centre for Child Development

Mar 2023 – present

- Managed annual digital media budget, executing full-funnel campaigns across Google Ads and Meta that drove a 45% year-over-year increase in paid service revenue.
- Led cross-functional collaboration with Marketing, Innovation, and Service teams to launch two new websites ([KidsAbility](#) & [Rocket](#)), resulting in a 35% MoM increase in engagement and improved conversion paths for service bookings.
- Produced and deployed over 120 digital ads and creative assets across paid and organic channels, contributing to a 12% increase in monthly lead generation for therapy and assessment programs.
- Conducted monthly analytics reviews across 6+ digital platforms, identifying performance trends and optimization opportunities that led to an 18% boost in campaign conversions.
- Collaborated with external agencies on creative production, media buying, and campaign reporting, reducing time-to-launch by 30% through improved project workflows.
- Supported recruitment campaigns using video and paid social, contributing to a 20% increase in job applicants and improved hiring outcomes for key clinical roles.
- Maintained consistent digital brand voice and ensured campaign alignment with organizational strategy, while acting as the primary point of contact for internal “clients” across 10+ departments.

Product and Brand Specialist (Co-op)

Toronto, ON

Upfield / Flora Food Group

Aug 2021 – Jan 2022

- Executed the multi-million-dollar "Dairy-Free Dare" campaign for Violife Canada by partnering with influencers and celebrity chefs ([Matty Matheson](#)), which drove a 30% increase in marketing-attributed revenue through strategic creative rollout.
- Developed and implemented an omnichannel marketing strategy that resulted in a 45% increase in social media engagement and significantly expanded brand reach across multiple platforms.
- Constructed a content calendar and crafted targeted SEO-optimized content for blogs and newsletters, enhancing online visibility and engagement among key audiences.
- Coordinated with retail partners and key social influencers to elevate brand awareness and cultivate lasting relationships within the industry, strengthening community ties.

Digital Marketer (Co-op)

Waterloo, ON

Vidyard

Jan 2021 – Apr 2021

- Conducted over 75 user tests to gather UX data for web page optimization, leading to a 23% increase in conversion rates on top-performing pages.
- Enhanced web conversion rates by 35% and increased user engagement by 20% through the strategic optimization of SEO, SEM, and paid social campaigns.
- Analyzed data trends and benchmarked KPIs using Google Analytics and Heap, establishing conversion goals and UTM parameters for effective tracking and reporting.

Education

Wilfrid Laurier University
MBA, Marketing

Waterloo, ON
2022

University of Waterloo
BA Fine Arts & Business

Waterloo, ON
2020

Skills

Analytics

Google Analytics / Heap

CRM & Platforms

WordPress / HubSpot / Salesforce / Google Ads

Creative Design

Photoshop / Illustrator / Adobe Creative Suite / Procreate / Canva / Figma

PM Tools

Jira / Confluence / Monday / Trello