

# AAYUSH MODI

<https://www.linkedin.com/in/modiaayush/> | +1(647) 210-2016 | aayushmodi25@gmail.com | Toronto, Canada

## Skills & abilities

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Campaign Planning | SEMrush | Google Ads Manager | Meta Ads Manager | Microsoft Office | HubSpot | ComScore | E-Commerce | CRM | Cold Calling | Analytical Thinking | Attention to Details | Paid Media | Problem Solving | CRM | Amazon Ads | LinkedIn Campaign Manager | Hoot Suite | Excel | Canva | Photo Shop | Asana | Mail Chimp | Google Analytics | Tag Manager | Databox |

## Experience

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### MARKETING CO-ORDINATOR | MOVIA MEDIA

2022- 2022

- Developed comprehensive presentation decks to clearly communicate campaign strategies and performance metrics to stakeholders, ensuring effective decision-making and alignment.
- Contributed to the company's social media strategy by optimizing campaigns on LinkedIn and Meta, engaged with audience on LinkedIn and Twitter, facilitating content creation initiatives that bolstered business development and increased digital presence across mediums. (YouTube, LinkedIn, Twitter).
- Managed monthly campaign budgeting and performance, automated email campaigns through HubSpot, streamlining outreach and improving client engagement.
- Collaborated with teams to conduct research and execute cold calling strategies, maintaining regular follow-ups to nurture leads and drive campaign success along with (OOH) team on campaigns like CHOBANI & CASPER.

### MARKETING ASSOCIATE | PDF ENGINEERS PVT. LTD.

2020-2021

- Analyzed owner's briefs carefully to identify key objectives and translate them into effective marketing strategies. Utilized tools such as Google Analytics, Hootsuite, and Sprout Social to drive improved ROAS, reduce CTR and CPC, and increase conversion rates.
- Developed and executed paid media campaigns on Facebook and Instagram, managing a \$20,000 budget and using A/B testing to refine targeting and ad performance. Analyzed adjustments showed a 30% increase in ROI and conversion rate.
- Planned out monthly calendars and designed digital media to increase the brand reach.
- Monitored KPIs closely, facilitating tagging and optimizing campaigns to drive higher ROAS and improve overall campaign effectiveness and delivery on time.
- Enhanced campaign performance by leveraging data-driven insights from Google analytics and Meta Ads Manager, optimizing targeting and content to achieve higher engagement and conversion rates.
- Contributed to the company's social media strategy by engaging on LinkedIn and Twitter, facilitating content creation initiatives that bolstered business development and increased digital presence across media. (YouTube, LinkedIn, Twitter).

### FREELANCER | DIGITAL MARKETING CONSULTANT

2022- Present

- Strategically managed and optimized paid social campaigns for NFTs and cryptocurrency across major platforms including TikTok, Google, Instagram, and Twitter. Regularly optimized ad spends and bidding strategies to maximize traffic and enhance ROI, while funneling engagement to Telegram or Discord for targeted audience interaction.
- Designed and developed high-performance client websites on WordPress and Wix, implementing advanced on-page SEO techniques. Enhanced organic search visibility and user engagement through strategic content placement and technical SEO.
- Independently managed social media campaigns with budgets up to \$10,000, utilizing tools such as Google Analytics, Meta Ads Manager, and Databox. Conducted comprehensive performance analysis, tracked KPIs, and executed data-driven optimizations to improve conversion rates and achieve campaign objectives.

## Education

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### Ahmedabad University | Bachelor of Business Administration

2017-2020

Project: Ecotourism and Sustainable development through destination tourism and social capital | Capstone Project

### Marketing Management | Humber College

2021-2022

Project: Herschel Supply Co. – Marketing Plan | Strategy | Social Media Posts

### Digital and Content Marketing | York University

2022-2023

Project: Integrated Content Marketing plan for Trading View