

# NANDA P

## MARKETING MANAGER – Portfolio Management, Campaign Strategy & Stakeholder Engagement

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## SKILLS

- **Email & Automation:** Mailchimp, Brevo/SendinBlue, Zoho Receipts, Salesforce, KPI reporting dashboards.
- **Advertising Platforms:** GoogleAds, Meta Ads, campaign tracking integrations, performance optimization.
- **Analytics & Reporting:** Google Analytics, KPI reporting, Meltwater, Salesforce, campaign ROI tracking.
- **Design & Productivity Tools:** Canva, Monday.com workflows, project coordination, marketing asset creation.

## WORK EXPERIENCE

### Account Specialist

September 2024 - June 2025

*Reach Global Marketing*

*Ontario*

- Directed 5+ destination campaigns integrating communications, activations, and events across Canadian markets, achieving 30% increase in stakeholder engagement and measurable YOY growth in visibility metrics.
- Facilitated cross-functional teams & external partners including agencies, tourism boards & influencers, aligning deliverables with KPIs, resulting in 25% improvement in campaign efficiency & measurable audience reach.
- Administered budgets & reports, ensuring 100% accountability and improving decision accuracy by 20%.

### Digital Account Strategist

October 2022 - October 2023

*GEW - Google External Workforce (Teleperformance Canada)*

*Ontario*

- Managed 100 SMB client portfolios, advising on Google Ads optimization & targeting, achieving 35% CTR improvement & measurable ROI growth in industries via structured campaign analysis & technical adjustments.
- Developed tailored messaging frameworks & digital recommendations, increasing conversion rates 28% in diverse accounts, ensuring measurable alignment with client objectives & technical optimization of campaign structures.
- Implemented upsell strategies, driving 22% portfolio growth & resolving client issues via troubleshooting.

### Senior Account Manager - Marketing & Communications

April 2021 - September 2022

*Media Mantra*

*India*

- Directed 12+ client campaigns integrating PR, influencer & media strategies, securing 40% increase in earned placements & quantifiable growth of visibility across fashion, lifestyle, consumer goods, and hospitality sectors.
- Led 6–9 client service professionals, optimizing workflows and campaign delivery, achieving 30% improvement in project turnaround times and measurable gains across multi-project execution pipelines and reporting structures.
- Coordinated multilingual influencer campaigns, securing 35% national capacity build & securing alignment.

### Brand Manager - Marketing & Public Relations

July 2018 - April 2021

*Madison Public Relations*

*India*

- Directed client accounts across lifestyle, CPG, hospitality, and non-profit sectors, executing campaigns that achieved 32% increase in brand visibility and measurable expansion of audience engagement across platforms.
- Managed crisis communication & client servicing across 6+ projects, maintaining 100% brand reputation compliance & measurable reduction of reputational risks by 25% via structured communication & technical alignment.
- Developed press releases & social campaigns, boosting reach 30% & ensuring consistent brand messaging.

### Senior Consultant - Marketing & Public Relations

September 2015 - July 2018

*El Sol Strategic Consultants (ESSC)*

*India*

- Executed launch campaigns simultaneously, overseeing outreach and events, achieving 27% increase in influencer engagement and measurable advancement of client visibility across targeted sectors through structured execution.
- Coached client representatives on media communication, ensuring messaging across campaigns, resulting in 22% improvement in coverage accuracy and measurable alignment with technical communication standards.
- Built influencer & media ties, securing 30% coverage growth & ensuring consistent campaign execution.

### Brand Consultant - Public Relations

May 2013 - September 2015

*Beam & Words*

*India*

- Facilitated PR campaigns & communication initiatives, assisting strategy execution, achieving 25% increase in coverage & strategic integration with technical objectives across diverse projects via structured collaborations.
- Prepared press materials, coordinated interviews & managed media relations, securing 28% increase in positive coverage & measurable expansion of brand visibility in platforms via technical execution & structured delivery.
- Proofread & edited content, ensuring consistency, reducing errors by 20%, improving communication accuracy.

## EDUCATION

### Master of Business Administration (Marketing)

June 2015 – June 2017

*William Carey University, Distance Learning*

### Advanced Diploma: Public Relations, Advertising & Business Communication

September 2011 – September 2013

*South Delhi Polytechnic for Women, India*

### Bachelor of Arts (English)

July 2011 – December 2014

*Indira Gandhi National Open University, India*