

VISHAL SONI

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Digital Marketing Specialist (<https://viishalsonii.com/>)

"A driven and detail-oriented digital marketing professional with over 4 years of experience in campaign management. Skilled in using Google Ad Manager, Google DV 360, and Google Analytics to optimize marketing performance. Proven ability to enhance client engagement by 20%. Completed an MBA with a specialization in Digital Marketing, gaining advanced expertise in data-driven strategies and programmatic buying techniques."

EDUCATION

MASTER OF BUSINESS ADMINISTRATION – DIGITAL MARKETING | University Canada West, Vancouver, BC (2024)
BACHELOR OF MANAGEMENT STUDIES – VIVA COLLEGE, India (2014)

CERTIFICATION

Digital Marketing Associate | Digital Marketing Institute 2023
Digital Marketing Specialist | Simplilearn 2023
Google Analytics, Google 2020

SKILLS

Digital Marketing Strategies | Campaign Management | Google Analytics | Programmatic Ad Buying (Google DV 360) | Google Ad Manager | Article Writing | Performance Analytics | Social Media Management | Local Market Knowledge | Publisher Management | Client Collaboration and Project Coordination

EXPERIENCE

Associate – | Loblaws | Vancouver, BC 12/2023 – Present

- Delivered exceptional customer service by assisting an average of 20+ shoppers daily with inquiries, locating products, and providing recommendations to enhance their shopping experience to deliver 100% customer satisfaction.
- Maintained inventory accuracy levels to 98% by restocking shelves, organizing displays, and conducting regular stock & date checks to ensure product availability.
- Coordinated with team of 25+ members to support daily store operations, handle peak periods effectively, and meet sales targets.
- Assisted in implementing promotional activities by setting up displays and ensuring accurate labeling of discounts and special offers boosting the promo sales by 15-20%.

MANAGER – CAMPAIGN MANAGEMENT | Alchemy Advertising Pvt. Ltd. | Mumbai 07/2019 – 09/2023

- Delivered 90+ ad campaigns, development of ad plans, leveraging programmatic & direct buying strategies and audience segmentation techniques.
- Conducted performance analytics and A/B testing, resulting in a 20% increase in client engagement.
- Optimized campaign workflows and enhanced communication between teams and clients to deliver outstanding results of 30% reduced TAT while working on the overall quarterly budget 20M INR of various brands.
- Managed end-to-end localization projects, leading a team of 200+ freelance translators to ensure high-quality ad delivery.

LANGUAGE SPECIALIST | Nielsen | Mumbai

02/2018 – 07/2019

- Translated metadata and provided quality assurance for over 500+ TV shows and movies while enhancing accuracy by 15% for clients for major clients like Google and Tata Sky.
- Collaborated with 50+ clients to ensure content met quality standards and localization requirements.
- Conducted in-depth content quality checks and metadata optimization, improving content accuracy and user engagement.

Cataloguer | Prime Focus Technologies | Mumbai (10 Month) & Bangalore (6 Months)

03/2016 – 07/2018

- Wrote concise synopses for 1,000+ movies and shows, boosting content discoverability on VOOT by 18%.
- Performed quality checks on final drafts to ensure accuracy and consistency before updating the master file.
- Ensured high standards of content presentation, aligning with platform guidelines and audience expectations.

OPERATIONS SUPPORT EXECUTIVE | CMA-CGM | Mumbai

11/2014 – 09/2015

- Managed communication with consignees by sending idle notices and ensuring timely follow-ups.
- Generated and dispatched detention invoices to consignees and notify parties, maintaining accuracy and compliance with company protocols.
- Supported efficient operations by streamlining documentation processes and ensuring prompt resolution of inquiries.

INTERN | Anugrah Stock & Broking | Mumbai

01/2012 – 03/2014

- Assisted in analyzing stock market trends and preparing reports to support client investment decisions.
- Supported the brokerage team in executing trades and maintaining accurate transaction records.
- Conducted research on equities, mutual funds, and financial instruments to provide insights for portfolio management.
- Gained hands-on experience in financial analysis, market research, and client relationship management within a fast-paced stockbroking environment.

PROJECTS**SEO Strategy for Closest Closet**

Conducted a detailed SEO audit and developed a tailored strategy to boost domain authority and search rankings, aligning with the brand's identity and optimizing on-page and off-page elements for long-term organic growth.

E-commerce Website Development - Golden Aura

Conceptualized and developed Golden Aura, an online jewelry store specializing in high-quality gold and silver-plated accessories. Designed and curated collections with detailed product descriptions, professional imagery, and SEO-optimized listings for enhanced visibility. Successfully created a diverse catalog of 36 products across earrings, necklaces, and bracelets, ensuring adherence to e-commerce best practices and user-friendly navigation.