

Mihir Marolia

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Professional Summary

Startegist with 4+ years of diverse communication experience in creating compelling campaigns and media productions in the B2B, B2C, and NGO sector.
Lifetime Volunteer and Documentary Film Producer.

Experience

Strategist (Freelance)

Invertendo

06/2024 – present | Ottawa

- Conducted market research to identify consumer trends and preferences
- Researched and developed contents for the brand guidelines revamp and deployment
- Coordinated with design teams to develop marketing deliverables
- Developed and executed multi-channel marketing campaigns
- Collaborated with cross-functional teams to ensure cohesive marketing strategies
- Analyzed campaign performance data to drive decision-making and improve ROI

Travel Break

Visiting family and attending a Wellness retreat at a Ecological Center

03/2024 – 05/2024

Technical Communications Associate

Confidential (6-month Contract)

10/2023 – 03/2024 | Remote, Ottawa

- Developed and implemented marketing and communications initiatives to support key business priorities in the Security practice
- Collaborated with internal and external stakeholders to drive end-to-end execution of marketing programs
- Managed business intelligence reporting to ensure ROI and program alignment to targets
- Managed workflow using relevant tools for strategic planning and budgeting

Skills

Strategy:

Brand Strategy, Creative Strategy, Communications Planning, Research, Critical Analysis and Insight Hunting, Brief Writing, Observation and Customer Interviews/FGDs

Marketing:

Integrated Marketing Planning, Social Media Campaign Planning, Email Marketing, Newsletters, Partnerships, SEO, Website Management

Media and Design:

Websites, Editing, Presenting, User Journey Mapping, Graphic Design, Script-writing, Video Production, Photography, Podcasts

Project Management:

Time management, Leading Team Meetings, Conflict Resolution, Planning, Scheduling

Tools

- **Design:** Adobe CC (Photoshop, Illustrator, Audition, InDesign, XD), Figma, Squarespace, Wix, WordPress
- **Project:** Asana, Monday, Notion, Miro, Milanote, Keynote, PowerPoint, Pitch, SurveyMonkey, MailChimp, MailerLite, Shopify, CRM, CMS, MS Office 365 Suite, Google Workplace
- **Social Media:** Sprinklr, Hootsuite, Buffer, Meta Business Suite, CMS
- **Brand Management:** Standards Manual, Frontify, GitBook
- **AI:** Research, Mapping, Research, Drafting

Marketing Project Coordinator

Heartfulness Institute, USA (Global NGO) [🔗](#)

07/2021 – 10/2023 | Ottawa (Remote), Canada

- Coordinated between creative and media teams to execute projects efficiently toward Environmental, Educational and Wellness Initiatives
- Created detailed reports for leadership, aiding in strategic decision-making on Branding and Marketing
- Conducted research to optimize communication strategies for all Brand Assets

Marketing Strategist (Contract)

A D Metro (Tech Manufacturing)

07/2023 – 10/2023 | Ottawa

- Developed integrated marketing strategies, leading to a 20% increase in lead generation.
- Executed cross-channel campaigns, boosting social media following by 30% and website traffic by 25%.
- Utilized market research for successful product launches in new markets.

Inbound Sales Specialist

MSi Corp Inc. (Telecom Tech Contractor) [🔗](#)

12/2019 – 07/2021 | Remote, Canada

- Exceeded sales quotas by 97.14% through exceptional sales skills and customer issue resolution
- Enhanced team performance through sharing best practices and continuous learning initiatives
- Collaborated with Product and Operations to improve Customer Journey by providing insights, reports and solving issues in operations

Education

Brand Management (Honors)

Algonquin College

Ottawa, Canada

- Executed a Retail Store Launch, leading the Design and Event Team
- Led team through 14 successful marketing projects

Master of Journalism and Mass Communication (MJMC)

The M.S. University of Baroda (WES Verified) [🔗](#)

Vadodara, India

- Presented on 'Fake News and Evidence-Based Journalism' at Research Conference, Hosted by UGC Regional
- Distinguished Thesis Recognition, for 'Narrative Analysis and Universal Value Synthesis of Hollywood Animation Films'

Industry Involvement

Account Planning Group of Canada (APG) [🔗](#)

Volunteer

2022 – present | Remote/Ontario, Canada

- Co-ordinate Monthly Newsletter, Edit Podcasts, Manage website, Design Graphics, Community Engagement, Branding

Group Think (Strategy Forum)

Member

2022 – present

Climate Creatives

Member - North America

2021 – present | Canada

POCAM

Member

2023 – present

Certifications

Open House (8hrs - Continuous Professional Development) [🔗](#)

M&C Saatchi Group

Research and Strategy [🔗](#)

The ADcademy, Brixton Finishing School

Foundations of Diversity, Equity, Inclusion, and Belonging

LinkedIn Learning

Typography Design for Brand Storytelling

Domestika, with Ellen Lupton

Inbound Marketing

HubSpot Academy

Digital Marketing

Google Garage