

DAIWIK SRINIVAS RAO

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PROFESSIONAL SUMMARY

Strategic and performance-focused Digital Marketing Specialist with B2B marketing and product marketing experience. Skilled in content development, integrated campaigns, and market research to build strong buyer personas and craft compelling product messaging and value propositions. Hands-on expertise with Google Ads, Google Analytics, and social media platforms to optimize performance, track KPIs, and improve ROI. Proven success in CRM management, email marketing, and event marketing to support brand growth and sales enablement. Recognized for cross-functional collaboration, strong copywriting ability, and delivering measurable campaign results across digital and traditional channels.

EDUCATION & CERTIFICATIONS

Digital Media Marketing Program | September 2024 - August 2025

George Brown College, Toronto, Canada. | Overall GPA: 3.29

Sport and Event Marketing Program | September 2023 - August 2024

George Brown College, Toronto, Canada

Inducted into the Dean's list for the year 2023 | Overall GPA: 3.25

Bachelor of commerce (B.COM) | June 2019 - May 2022

Smt. MMK College of Commerce and Economics, Mumbai University | Overall CGPI: 8.13

Certifications

- Google Search Ads certification.
- Google Display Ads certification.
- Digital marketing foundation (LinkedIn learning).
- Event planning foundation (LinkedIn learning).
- Google Analytics certification.
- SA 360 certification.
- Sports management workshop (Mad About Sports).
- 1-month certified training at Deutsches Fußball Internat (DFI), Germany.

PROFESSIONAL EXPERIENCE

Matchday Operations & Marketing Support | York United FC, Toronto, Canada | August 2024 – Present

- Assisted in executing pre-game and halftime event marketing activations, contributing to a 15% increase in merchandise sales and enhancing brand positioning.
- Coordinated 12+ fan engagement events, applying content development and integrated campaign strategies that improved fan satisfaction scores by 28%.
- Supported ticketing and CRM-based communications, ensuring seamless fan experiences and efficient entry flow.
- Recognized as *Rookie Staff of the Year (2023)* for problem-solving and exceeding performance expectations.

Digital Marketing Coordinator (Remote) | RB2F, Pune, India | May 2024 – Present

- Launched and optimized 30+ B2B marketing and e-commerce campaigns across Google Ads, Meta, and Microsoft Advertising, achieving up to 22% higher CTR and 18% lower CPC.
- Conducted market research, keyword targeting, and competitive benchmarking to refine buyer personas and increase search visibility.
- Produced weekly copywriting deliverables and reports in Looker Studio, translating Google Analytics insights into actionable strategies.
- Managed CRM tracking, campaign pacing, and budget compliance to ensure 100% accuracy in spend allocation.
- Collaborated with designers and external partners to develop high-performing ad creatives and product messaging aligned with client value propositions.

Customer Service Representative / Merchandiser | Dollarama, Toronto, Canada | October 2023 – Present

- Enhanced brand positioning by managing seasonal merchandising strategies and in-store content development for high-traffic displays.

Sports Analyst | HUDL India Pvt Ltd, Mumbai, India | October 2022 – June 2023

- Conducted data-driven market research and performance analysis to deliver insights that improved team strategies by 10%.

Digital Marketing Intern | Picshort Pvt Ltd, New Delhi, India | August 2021 – October 2021

- Spearheaded email marketing and social media strategies, increasing conversions by 20% within two months through optimized integrated campaigns.

SKILLS

Paid Media Strategy | Google Ads Management | Meta Ads Campaigns | Search Engine Marketing (SEM) | Keyword Research & Targeting | A/B Testing & Optimization | Conversion Rate Optimization (CRO) | Google Analytics & Reporting | Campaign Performance Auditing | Digital Campaign Execution.
