

DAIWIK SRINIVAS RAO

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PROFESSIONAL SUMMARY

Creative and detail-oriented digital marketing professional with hands-on experience in social media management, content creation, trend research, and analytics reporting. Skilled in coordinating multi-platform content calendars, producing engaging posts, and tracking performance insights to support brand growth. Agile in fast-paced environments with a strong ability to adapt quickly, generate ideas, and improve workflow efficiency.

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.
- Sports management workshop (Mad About Sports).
- 1-month certified training at Deutsches Fußball Internat (DFI), Germany.

SKILLS • Digital Campaigns • Social Media • Content Calendars • Influencer Coordination • Creator Programs • Reporting & KPIs • A/B Testing • Project Coordination • Asset Management • CRM Tracking • Event Support • Mailchimp • Google Analytics • Google Ads • Meta Ads • Copywriting • Stakeholder Communication • Problem-Solving • Instagram, TikTok, LinkedIn, X, Facebook • Mailchimp • Google Analytics • Google Ads (Search + Display certified) • Meta Ads Manager (working knowledge) • Google Sheets / Excel • AI Tools for workflow efficiency

PROFESSIONAL EXPERIENCE

Paid social specialist | Homestead Affordable, California, USA | October 2025-Present

- Built social media content calendars, improving cross-platform posting consistency by 40%.
- Tracked engagement metrics and performance insights, contributing to an 18% increase in reach.
- Supported email workflows on Mailchimp, strengthening content delivery accuracy by 25%.
- Ensured brand-aligned messaging across digital channels, reducing revision cycles by 30%.

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

- Assisted in on-site content capture and fan-focused storytelling during 10+ professional matchdays.
- Supported social and marketing workflows, improving operational coordination across teams by 20%.
- Contributed to engagement activation planning that increased on-ground participation by 25%.

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

- Created weekly content calendars and coordinated digital assets, increasing posting frequency by 35%.
- Conducted A/B testing to optimize creatives and captions, improving click-through rate by 18%.
- Delivered analytics insights using Google Analytics and platform metrics, improving conversions by 10%.
- Managed CRM and reporting workflows, supporting efficient content planning and campaign execution.

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

- Supported daily workflows while assisting 300–350 customers with efficient communication.
- Improved product visibility by 15% through optimized merchandising layouts.
- Reduced restocking time by 10% through systematic inventory management.

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

- Analyzed match videos and performance data, producing 100+ insights reports with 98% accuracy.
- Used structured tagging systems and data workflows to improve processing efficiency by 20%.
- Delivered precise, on-time analysis to support coaches and teams with actionable digital insights.

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

- Created and scheduled social media posts for Instagram and LinkedIn, improving impressions by 15%.
- Assisted with digital content planning and email campaigns, increasing engagement by 20%.
- Supported performance reporting and recommendations for targeting improvements.