

SANCHIA SAHA

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PROFILE

Passionate and results-driven marketing specialist with 5+ years of experience in social media management, content marketing, and branding. Possess a strong desire to create strategies using storytelling and spreadsheets. Excellent communication skills for outreach and digital copywriting, ensuring strong brand presence.

EDUCATION

B.A.A MEDIA STUDIES &
MEDIA COMMUNICATIONS
DIPLOMA
*University of Guelph-Humber,
Etobicoke, ON
2012*

KEY SKILLS

Marketing Analytics
Social Media Management
Excellent Communication Skills
Google Analytics / Google AdWords
Influencer Marketing
Activations and Events

AWARDS

Maple Leaf Silver Award for
Experiential Marketing – STC Sole
Academy
2018 / ICSC

ICSC Maple Leaf Gold Awards for
Social Media – STC MRKTS
2017 / ICSC

ICSC Maple Leaf Silver Award for
Community – Newmarket
Recreation Pop-Up Shop
2016 / ICSC

PROFESSIONAL EXPERIENCE

ASSISTANT PROPERTY MANAGER | Scarborough Town Centre Oxford Properties, Toronto, ON / Jan 2018 – Feb 2020

- Managed strong retailer relationships to identify key objectives and provide 'out of the box' recommendations, resulting in yearly lease renewals and 98% occupancy.
- Developed a retailer engagement program for brands like Michael Kors, Saje, Nike, and Pandora to meet business objectives through strategic one-on-one sessions, resulting in sales productivity increase to \$900psf.
- Positioned STC brand as a thought leader in environmental and sustainable initiatives by managing the Green Rooftop Project.
- Lead dynamic team engagement programs to build and develop positive team morale, resulting in a 92% employee engagement score.
- Demonstrated strong business acumen by analyzing financial reports, identifying variances, and providing feedback on program efficiencies and operating costs to achieve a \$2M net operating income.
- Provided Senior Managers insights on sales, traffic, and marketing for asset management meetings.

DIGITAL MARKETING SPECIALIST | Scarborough Town Centre Oxford Properties, Toronto, ON / Jan 2017 – Jan 2018

- Identified social audiences and key demographics to create shopper profiles to develop a targeted digital strategy, as part of the annual marketing plan, increasing search share, CTR, and conversions by 53% and result in an 89% ROMI.

CERTIFICATIONS

Google Ads Display Certification
2020 / Google

Google Analytics Individual
Qualification
2020 / Google

DIGITAL TOOLS

Media Tracking:
Buzzsumo, Keyhole, HowSociable,
Cision, Meltwater

Data Analytics:
Aislelabs, Google Analytics,
AdWords, Facebook Insights and
Business Manager, Instagram
Analytics, Twitter Analytics,
Hootsuite

Content Management:
HubSpot, Planoly, Later, Sprout
Social, Creator Studio, Hootsuite

Website Tools:
Word Press, Wix,
ConstantContact, MailChimp,
eFlyermaker, SurveyMonkey

- Created social media calendars, in alignment with brand objectives, to execute content curation and post scheduling; contributing to a 24% rise in online followers and 6.67% engagement rate.
- Worked with media agency to review BCRs and identify areas of improvement and strategize on display and search media buys to maximize STC's impression share, resulting in a 23% ROAS.
- Managed the ad buys for Facebook, Instagram, and YouTube using a campaign calendar to ensure content production aligned with key campaigns, events, and selling period.
- Nurtured Canadian influencer and blogger relationships to build partnership opportunities and strategic influencer campaigns, resulting in an 8% conversion of STC's online audience into onsite visitors.
- Partnered with Specialty Leasing to execute large-scale experiential events: Nuit Blanche, Flower MRKT, Sole Academy, and Towards Tomorrow by Toyota. Results include: 264K+ visitors, +171% increase in gift card sales, 14M+ impressions from media outlets like BlogTO, Narcity, Retail Insider, CBC.
- Utilized social media tools to gather and analyze social metrics to provide data-driven post-campaign reports and identify key drivers of effectiveness and ROMI for Senior Management.
- Created a best-practices guide book for the customer service team outlining response strategies to social comments on social media, review, and rating platforms, effectively raising overall rating to 4.5

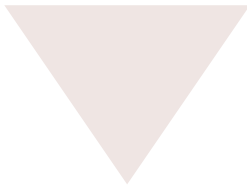
DIGITAL MARKETING SPECIALIST | *Upper Canada Mall* *Oxford Properties, Toronto, ON / May 2015 – Jan 2017*

- Responsible for the social media strategy, branding, and production of content on localized channels that aligned with brand strategic priorities, while contributing to customer acquisition and growth in the York Region market.
- Delivered a \$50K influencer campaign for 'I Am Mrs. Claus', 'Get Gorgeous', 'Style Secrets', and 'Gorgeous' magazine, resulting in 15M impressions and \$2M AEV.
- Identified emerging platform features in vertical video and episodic content to tailor offerings based on guest content consumption behaviours, generating 10K+ views and 60K+ engagements.
- Raised website authority to 87/100 by collaborating with cross-functional brand teams to develop annual editorial calendars, aligned with key selling periods, to ensure product catalogues and digital collateral would include backlinks.
- Created a custom Google Analytics dashboard to compile data-driven reports on customer acquisition and brand awareness efforts from social media, traditional marketing, and paid media efforts.

TRAFFIC & MARKETING COORDINATOR

Daystar Group, Vaughan, ON / Aug 2014 – May

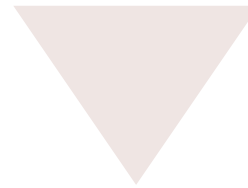
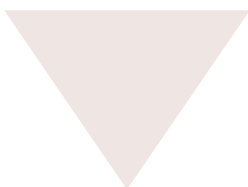
- Managed the broadcast coordination of weekly TV programs by creating and monitoring a programming schedule to ensure on time delivery to CTV, Miracle Channel, Vision TV and Yes TV.
- Developed the content strategy for digital marketing initiatives by researching and writing SEO rich copy for service descriptions, email blasts, digital ads, and the blog.
- Introduced innovative marketing concepts and managed media relations strategy to include social media plan, news release, and editorial and social media calendar.
- Provided status reports to clients which included updates on programming development, invoice reconciliation, and viewer analytics.



PR INTERN

ASC PR, Toronto, ON / Feb 2014 – May 2014

- Managed sample send-outs for press opportunities and editorial coverage.
- Assisted with the planning of seasonal press previews and client events.
- Gathered press clippings and created monthly and weekly tracking reports using Google and MRP.
- Managed ongoing administrative tasks such as creating and editing media outreach lists, competitive analyses and campaign wrap reports for projects.



PR & SOCIAL MEDIA COORDINATOR

kaia naturals, Toronto, ON / 2015 – 2017

- Executed media relations strategy and secured product interest in GOOP, Well+Good NYC, Teen Vogue, and Real Simple. Winner of Canadian Beauty Innovation Awards for the Best Natural Beauty Product.
- Community Management responsibilities included: executing social media strategy and maintaining social engagement.
- Created media and outreach lists, curated ambassador lists and updated campaign specific lists.
- Wrote and proofread copy for new products, marketing materials and proposals; resulting in product being stocked at Holt Renfrew.
- Supported event planning and execution of retailer events, product launches and in-store activations by coordinating samples and acting as on-site client representative.

EVENT COORDINATOR

Canadian Institute, Toronto, ON / Jan 2012 – Feb 2013

- Negotiated costs with vendors for venue rental, audio visual rental and food and beverage.
- Prepared RFPs, F&Bs, event plans, schedules, budget forecasts, cost analysis reports, and accruals.
- Created quarterly presentations to layout upcoming conference details and outlining responsibilities of each department.
- Created post-conference survey questionnaires to optimize and tailor future conferences and enhance delegate and speaker experiences.