Maahi Gandhi

maahigandhi434@gmail.com 📞 +1 (647)-778-7896 🖸 Toronto, Ontario 🛅 maahigandhi 🚀 mgandhi.ca **EDUCATION** Wilfrid Laurier University - Lazaridis School of Business & Economics (LSBE) 09/2022 - 04/2026 Honours Bachelor of Business Administration | Double Minor in UX Design and Environmental Studies Waterloo, Ontario PROFESSIONAL EXPERIENCE Project Management Summer Student, Business Planning - Oncology 05/2024 - 08/2024AstraZeneca Canada Mississauga, Canada • Managed key Oncology Business Unit (OBU) projects including company-wide surveys, corporate repositories, CO₂ guidance, and planning employee engagement events and conference-attendance Supported project managers in organizing and facilitating cross-functional team meetings, documenting minutes, action items, and decisions, and assisting in decision-making processes to drive progress and accountability Research and analysis to gather data on competitive landscape, and regulatory developments in the oncology therapeutic area, to make inform strategic decision-making Prepared and delivered presentations to stakeholders on project updates, progress against targets, and strategic recommendations, ensuring clear communication and alignment on project goals Collaborated with cross-functional partners to develop a new communication newsletter, including managing project milestones and deliverables, fostering productive relationships and management Digital Marketing Intern and Marketing Assistant 05/2023 - 12/2023 Daly Media & OpenHouse Marketing Toronto, Ontario • Examined large datasets to conduct competitor analysis to evaluate pricing strategies, service features, and marketing tactics of key competitors, to provide actionable insights for strategizing Assisted on the brainstorming, creation and execution of digital marketing campaigns for clients that increased engagement on their platforms by approximately 15% Created compelling and SEO-friendly content for the company and their client's platforms • Maintained the company's website by updating content and information, to improve user experience Co-Founder & Designer 03/2021 - 05/2023Sincerely Threaded Toronto, Ontario • Established a custom embroidery, e-commerce based small business - operating through Instagram • Generated ~ 3000+ dollars in profit and completed ~ 200+ orders LEADERSHIP Vice President of Marketing 05/2024 - PRESENT Lazaridis Students' Society • Oversee the marketing of 23 clubs as a part of the LSBE Students' Society Executive Leadership Team Define goals and timelines for my team and communicate the vision to a team of seven Cross-portfolio collaboration to establish objectives, action items, and timeline to deliver projects • Plan and execute our content: graphics, merchandise, multimedia, and editorials to increase reach • Achieved an upward increase of 28% in reach and 21% in engagement in a month • Create and deliver weekly presentations to the team, providing innovative ideas and status updates to enhance project progress and team collaboration **Director of Events** 05/2023 - 04/2024 Lazaridis Students' Society · Conceptualized and executed award-wining events, that fostered student engagement Developed and maintained relationships with partners to enhance event quality and scale

- Designed innovative event concepts, leading to improved engagement and attendance rates
- Utilized data-driven insights for strategic event enhancements based on feedback and analysis

Collaborated with cross-functional teams for integrated event execution and communication

Vice President Toronto Youth for UNICEF

• Created long and short-term goals for the team by evaluating the progress made

- Provided constructive feedback to the cross-functional teams to align actions to our goals
- Raised over \$2000 for the SickKids Foundation through planning, marketing, and effective execution

SKILLS

Critical thinking, Organization, MS Software, Financial Analysis, Canva, Innovative, Communication, and Interpersonal skills

Languages

English, Gujarati, Hindi

Competitions

Laurier Case Team Competition Semi-Finalist (2022)

07/2021 - 06/2023

Awards

Presidents' Gold Scholarship, Highest Achievement in International Business, and Honour Roll