

NITASHA ROSE ASDHIR, MSc

Results-driven marketing specialist with a history of effectively executing marketing campaigns that are innovative, have scale, and satisfy clients. Leads with a curiosity and growth mindset identifying opportunities based on out-of-the-box thinking. Recognized by leadership and peers for being proactive, adaptive, and having strong interpersonal skills. Makes sound business decisions based on data and insights, and thrives in fast-paced, complex scenarios. Completed an MSc in Management, specializing in international business, and can leverage a global perspective to solve business problems.

SKILLS & EXPERTISE

Client Relations

Presentation Skills

Collaboration & Teamwork

Project Management

Consumer & Market Research

Strategic Problem Solving

Analytical Skills

Creativity & Innovation

Leadership & Development

WORK EXPERIENCE

Account Executive, OGILVY | Toronto, ON, Canada | September 2021 to Present

- Manages all ongoing and upcoming agency projects for Kleenex, Cottonelle and U by Kotex, within the Kimberly Clark brand portfolio.
- Leads members of integrated agency team, from project ideation through execution, and manages all associated budgets and timelines.

Account Coordinator, NO FIXED ADDRESS (NFA) | Toronto, ON, Canada | June 2020 to August 2021

- Managed the day-to-day activities for NFA's 2 largest accounts – Dairy Farmers of Ontario and Questrade - with budgets of up to \$1 million. Acted as a primary point of contact for up to 15 team members, third party vendors, and clients, to ensure projects were executed smoothly and as scoped.
- Understood the ongoing state of the client's business, including sales, product divisions, health, and legal claims, to establish credibility and strong client relationships, and to deliver quality work across TV, OOH, digital, social, experiential, and PR projects.
- In the absence of an Account lead, was solely responsible for the management of the social media landscape of NFA's largest client, consisting of 6 social media accounts. Independently led the creative, PR, and media teams to create content based on approved strategy, worked with influencers and partners, and built a strong rapport with the client, resulting in the highest social media growth per quarter to date.
- Improved team efficiency on a digital project by 40% by creating and implementing new processes and documents. Carried these efficiencies over to other projects and teams for a more optimized work environment.
- Leveraged data to analyze current trends, consumer segmentation, channel dynamics, and competitive landscape to draw recommendations for 2021 brand strategy for multiple high-level clients.
- Discovered a financial discrepancy of \$36K on an account that would've resulted in a large budget deficit. Recommended and implemented a mutually beneficial solution, and resolved the issue completely.
- Implemented a new way to project budgets based on historical patterns, to better estimate future project scopes. Worked alongside Account Director to create new scopes, manage the team's workloads and hours, and prevent any financial discrepancies.

Global Marketing & Communications Consultant, SYNECHRON | Pune, MH, India | May 2019 to July 2019

- Recruited to conduct extensive primary research – interviews and surveys – to improve insights relating to employee satisfaction, corporate culture, and morale among internal staff.
- Played an integral role in developing and executing marketing, communications, and advertising briefs, resulting in improved brand awareness and global visibility.
- Piloted the first digital corporate-wide employee engagement survey, utilizing deep-dive data analysis to generate next-step recommendation reporting.
- Integrated a new branding strategy based on feedback, aimed at attracting and connecting with a specific applicant pool.

LEADERSHIP ACTIVITIES

MSc Association President, IVEY BUSINESS SCHOOL | London, ON, Canada | January 2019 to April 2020

- Spearheaded the organization of, and hosted, a "Virtual Formal" on March 15th, 2020, (2 days after our initial in-person formal was cancelled due to COVID-19 concerns), involving speeches and awards, resulting in a 78% attendance rate.
- Altered the student fee structure to plan and host \$7K welcome event that would have otherwise been discontinued.
- Created the first MSc Scholarship (\$5K), awarded to a student displaying exemplary academic and extracurricular achievements.
- Acted as the official spokesperson for the MSc program, communicating with the Ivey faculty, while also serving as the sole leader to the MSc Association (8 members), the MSc Club President's Council (10 members) and the MSc Mentorship Program (22 members).
- Collaborated with University decision-makers, serving as the voice for student body needs, providing persistent pressure to make sure student needs were taken seriously and acted upon by governing units.

EDUCATION

Master of Science in Management, International Business, IVEY BUSINESS SCHOOL | London, ON, Canada | 2020

- MSc Association President
- Recipient of Student Life Award – received for demonstrating a significant overall contribution to the MSc Class of 2020, the Ivey Business School, Western University and the London community
- Graduated with Honours

Bachelor of Management and Organizational Studies, Consumer Behaviour, WESTERN UNIVERSITY | London, ON, Canada | 2018

- Graduated with Honours