

# MIHIKA MAHAKAL

Marketer

Canada: +1(226)-907-0779  
mihi7ka@gmail.com

France: 07 68 54 97 61  
Linkedin: <https://www.linkedin.com/in/mihi7ka/>

## WORK EXPERIENCE

### Marketing & Engagement Coordinator (Bilingual) , EMC Canada (Contract)

December 2022 to present

- Within the context of our marketing strategy to reach the francophone market in Canada, I designed and developed the French section of EMC's website.
- Conducted keyword research, link building efforts, SEO audit and implemented SERP strategy as a part of content strategy.
- Researched about the existing clients to expand the market in Quebec.

### Marketing Coordinator (Bilingual), Hitachi Systems Security

November 2021 to October 2022

- As part of my role, I implemented a comprehensive SEO strategy that included technical SEO, on-page/off-page optimization, and improving site authority. I also ensured that the language and branding adhered to company policies.
- Additionally, I managed webinars using WebinarJam, overseeing the entire process from start to finish. I scheduled social media posts and blogs via WordPress and Hootsuite.
- To measure email effectiveness, I tracked open and click rates and conducted A/B testing for email campaigns. Furthermore, I created emails and email lists using Pardot to cater to the diverse requirements of multiple teams.

### Digital Marketer, SaaS Production (Freelance-Contract)

August 2021-Present

- I was responsible for developing and executing the entire SEO strategy. I also designed WordPress websites for clients and addressed their marketing needs. I utilized AI tools to enhance productivity across various tasks.
- Additionally, I created regular newsletters and kept the team updated with reports via HubSpot. I also managed the LinkedIn page.
- Moreover, I conducted audits using SEMrush and Screaming Frog for multiple clients, providing recommendations for improvement.

### Marketing Intern (Bilingual), Addatech systems

March 2021 to August 2021

- I conducted industry and competitor research and analysis. I primarily used LinkedIn to research events, webinars, and sponsorships.

## PROFESSIONAL SUMMARY

A collaborative and creative Marketing specialist with skills to transition into Content creator and SEO having worked in Cybersecurity, Information technology, Healthcare and Manufacturing industries. Expert in driving growth and raising brand awareness through customer-centric campaign strategies.

## EDUCATIONAL BACKGROUND

### Seneca College, Canada (2021)

Diploma in Marketing Management

### SNDT university, India (2016)

Masters in computer applications

## TOOLS USED

- Hubspot
- Wordpress
- SEMrush
- Webinarjam
- Screaming Frog
- Google Marketing Suite
- Page speed insights
- Pardot
- Hootsuite
- Captterra
- Youtube Studio
- Linkedin
- Canva

## SKILLS & PROFICIENCIES

- Bilingual (English & French)
- Search Engine Optimization (SEO) & Search Engine Marketing (SEM)
- Proficient in using AI tools and Analytics
- Experienced in WordPress
- Knowledge of HTML/CSS