

# Dishti Mago

Burnaby, British Columbia

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Summary: Dynamic B2B Marketing Coordinator specializing in cross-functional campaign implementation, KPI reporting, and channel optimization, with 1 years of coordination and analytics experience along with strong client success experience. Translates complex data into actionable insights via dashboards to inform stakeholder decisions and improve user experience across campaigns. Strengths include project coordination, timeline management, and MarTech transitions, plus translation platform and vendor management for localization workflows.

## Work Experience

### Marketing & Sales Associate, *The Colour Market*

Sept 2025-Present

- Build trusted relationships with customers by identifying needs and delivering personalized solutions.
- Consistently met sales and service targets through clear communication and attention to detail.
- Supported media and digital asset production for in-store videos along with doing high-quality product photography for the brand
- Optimized product pages and website to improve Google Search Ranking for popular brands in-store, leading to a shift from average ranking of #8 to #4, using GA4 insights to track performance month-over-month.
- Supported the launch of a new email newsletter and built automated Mailchimp workflows that delivered discount offers and new-subscriber promotions to increase engagement.

### Volunteer Content Marketing Coordinator, *Global Art (Remote)*

May 2025-Aug 2025

- Executed multi-channel campaigns and social media content, driving community engagement and brand visibility across digital platforms.
- Designed exhibit graphics and pop-up assets that generated new leads and streamlined marketing workflows using Asana.
- Managed membership data, budgets, and inventory to align with organizational KPIs, improving operational efficiency.

### Lead MURC Communications and Promotions, *UBC Centre for Community Engaged Learning*

Aug 2024-Apr 2025

- Directed IG, email, and Discord campaigns, boosting event reach and volunteer recruitment.
- Coordinated vendors, branding, and logistics to deliver a 300+ attendee conference on time.
- Produced a 300+ page Program Guide to centralize workshops, logistics, and research content, enhancing information access.
- Improved documentation and processes to optimize channel performance and cross-team operations.

### Reporting and Communications Assistant, *UBC Human Early Learning Partnership*

May 2024-Aug 2024

- Built an SEO-optimized glossary and tested dashboards in CMS tools, improving stakeholder access to complex data resources.
- Reduced reporting defects by implementing QA checks, Excel validations, and standardized SOPs.
- Delivered KPI dashboards and executive summaries that accelerated leadership decisions.
- Managed end-to-end project timelines and approvals to ensure on-time delivery across cross-functional teams.

### Marketing Intern, *UBC Properties Trust*

May 2023-Sept 2023

- Increased digital reach by 56% and audience by 46% through SEO content, campaign calendars, and GA4-driven optimization.
- Coordinated approvals and dependencies to deliver rental project marketing campaigns on schedule.
- Produced weekly KPI and competitor reports to support agile campaign adjustments and decision-making.

### Freelance Content Creator, *UBC Properties Trust*

Sept 2023-Oct 2023

- Produced and repurposed event footage into short-form content, increasing IG/FB engagement.
- Managed shoots, vendors, and asset approvals to accelerate delivery timelines.
- Documented workflows and asset standards, reducing content handoff friction.

## Student Leadership Experience:

### Digital Marketing Specialist, *UBC Developmental Economics Club*

Aug 2024-Feb 2025

- Created and optimized digital content using SEO, boosting visibility across social and communication platforms.
- Partnered with marketing specialists to build and maintain a campaign calendar, driving traffic and engagement.

### Marketing Co-Director, *World Vision UBC*

Sept 2022-Apr 2023

- Increased content engagement by 30% leading a six-person marketing team through innovative social strategies.
- Grew social followers by 50% by directing promotional campaigns for fundraising and events.
- Implemented SEO/ML-friendly content labels to improve discoverability and performance tracking.

## Skills

**Technical Skills:** Web Editing, Design, & Management (*HTML, CSS, JS, WordPress, SquareSpace, Wix, Elementor, YoastSEO*), UI/UX Design & Prototyping (*Figma, Canva, Excalidraw, Adobe, Procreate*), Content Creation & Analytics (*Meta, GA4, SproutSocial, Hootsuite, CapCut, Final Cut Pro*), Email Marketing Platforms (*Mailchimp or similar*), CRM Tools (*HubSpot, Apollo*), AI Automation Tools & Emerging Technologies (*Trello, Asana, Notion, Craft, Windsurf, Cursor, ChatGPT*), Google Workspace (*Docs, Sheets, Calendar, Meet*), **Core Competencies:** Office Operations Management, Vendor Management & Contract Negotiation, Facilities Coordination, Office Maintenance & Service Provision, Food & Culinary Coordination, Event Planning & Coordination, Process Improvement & Adaptation

**Soft Skills:** Organized & Detail-oriented, Adaptable, Self-starting & Proactive, Fast Learner, Written & Verbal Communication, Impact-driven, Attention to Detail, Collaborative Team Player, Analytical, Creative

Education: **BA - The University of British Columbia (UBC) | *Psychology***

Sept 2020-May 2025

- Field of Study: Social Psychology, Research Methods (Stats), Creative Writing etc.
- Achievements: Outstanding International Student (OIS) Award Recipient, Mentor @ UBC Psi Chi Mentorship Program