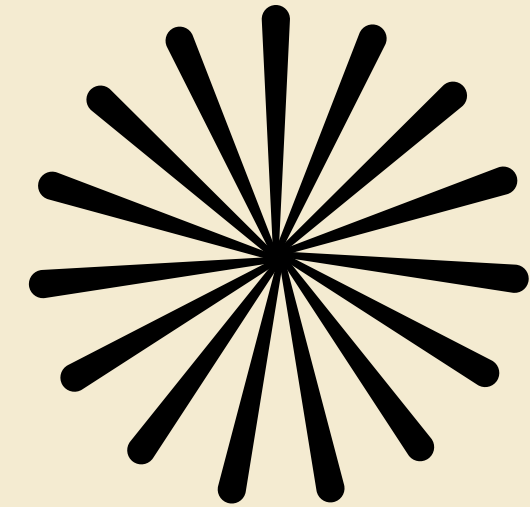
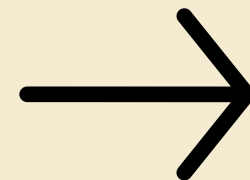


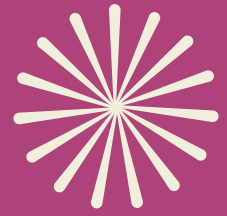
DISHTI MAGO

SALES ASSOCIATE @ THE COLOUR MARKET

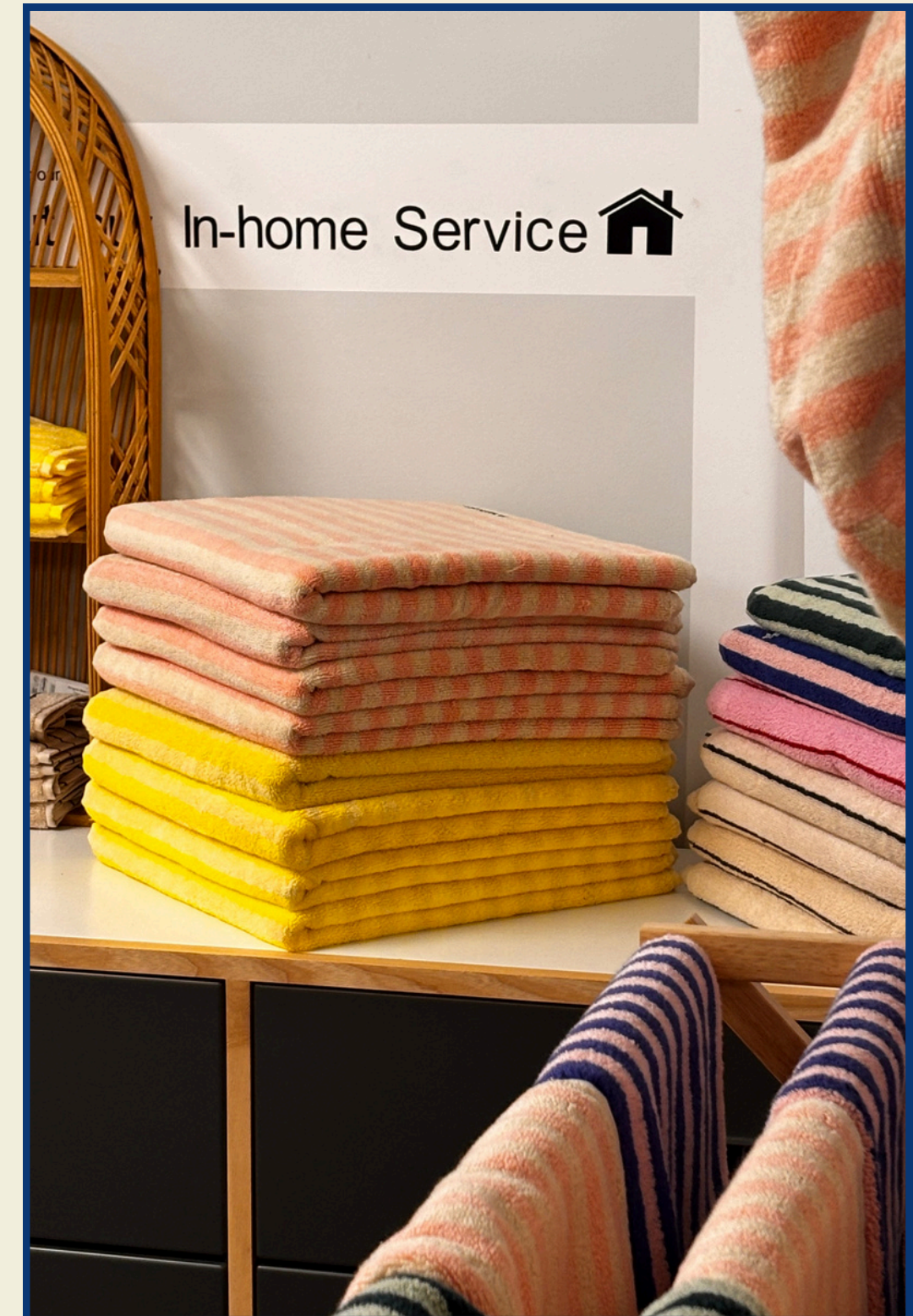


WORK SUMMARY





media & digital asset production





gathering in-store
photography for products
+ store front to be
repurposed on social
media

creating an asset library
that can be used in the
future by teams to **reduce
handoff frictions**

PANTONE COLLECTION PHOTOGRAPHY

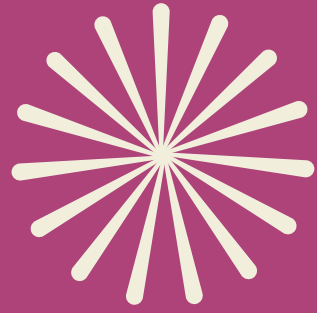


Social Media



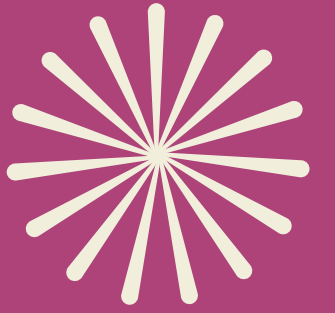
supporting instagram stories featuring most popular or seasonal products (product staging + visual effects)

Newsletter Set up



I mapped out content categories / types + frequency along with importing and organizing contacts from WordPress to MailChimp and finalized a foundation for future newsletters

Automating first time sign-up promotion



In this second task I first created a pop up on the website to increase newsletter sign-ups with a clear CTA + incentive (10% off first purchase online). I then established an automated flow in MailChimp which would deliver a unique coupon code to users' inbox once they sign up.

I made sure that the coupon would only work once per user session and successfully connected the WooCommerce store to Mailchimp via API key to automate importing contacts from the pop-up



newsletter website pop-up

Subscribe to our Newsletter

Receive **10% OFF today** –
when you subscribe!
Be the first to know sales, events, & exciting
announcements

Email Address

Name

SUBSCRIBE

workflow in mailchimp

Audience

Audience analytics →

Total contacts

191 ▲ 9.77%

Net subscriber growth

17 ▲

growth over 15 days (Nov)

Subscribed contacts

Email subscribers

190 ▲ 13.77%

SMS subscribers

Set up SMS

Contact signs up to The Colour Market

Filtered by: Conditions 1

THE COLOUR MARKET KERRISDALE

Send email Welcome... Sent 4 Opens 75.0%

Add tag SUB_10 Added 4

Additional metrics by channel

Dec 14, 2025 - Jan 5, 2026

Engagement

	Email 9 deliveries
Click rate	33.3%
Clicked	3
Clicks per unique opens	30.0%
Open rate	111%
Opened	10
Total clicks	7
Total opens	21

automation flow performance Dec 14, 2025 to Jan 5, 2026



Welcome new contacts

Automation flow

Send date on Sun, Dec 14, 2025, 12:57 PM

Active

Sun, Dec 14, 2025, 12:57 PM

The Colour Market

15

Started

0

In progress

15

Completed

View report



Google Search Ranking

I led a full-scale web SEO optimization task to increase visibility for The Colour Market. This included analyzing top performing keywords and most-searched brands which prompted the website to be shown on a simple Google search

I optimized products descriptions, meta descriptions, custom URL slugs to align better with top performing keywords using simple A/B testing for product copies and Rank Math SEO.

I fixed existing product description and landing pages to ensure that TCMs website would be visible as in the top 5 searches on Google

desired keyword

The image is a screenshot of a Google search results page for the query "gift shop kerrisdale". The search bar at the top contains the text "gift shop kerrisdale" and is highlighted with a red rectangle. Below the search bar, there are filters: "In stock", "Open now", and "Top rated". The results are for "Kerrisdale, Vancouver". The "Places" section lists three gift shops. The third result, "The Colour Market - Kerrisdale", is highlighted with a red rectangle. To the right of the list is a map showing the locations of these shops in Kerrisdale, Vancouver. The map includes labels for streets like W 41st Ave, W 49th Ave, W 57th Ave, and SW Marine Dr, and markers for "Hill's Of Kerrisdale", "The Colour Market - Kerrisdale", and "Martin Smith Jewellery at The Perfect Gift".


Google

gift shop kerrisdale


In stock Open now Top rated

Results for **Kerrisdale, Vancouver** · Choose area


Places



Buchan's Kerrisdale Stationery
4.6 ★★★★★ (207) · Gift shop
2141 W 41st Ave · (604) 261-8510
Closed · Opens 10 a.m. Mon
"Amazing selection and a lot of unique stuff."



Martin Smith Jewellery at The Perfect Gift
5.0 ★★★★★ (31) · Gift shop
1850 W 57th Ave · (604) 261-1501
Closed · Opens 11 a.m. Wed
"Eclectic selection of chains, pendants and bracelets available."



The Colour Market - Kerrisdale
4.9 ★★★★★ (222) · Gift shop
2090 W 41st Ave · (778) 897-3575
Closed · Opens 10 a.m. Mon
"Super cute store with really unique products, great for finding gifts!"

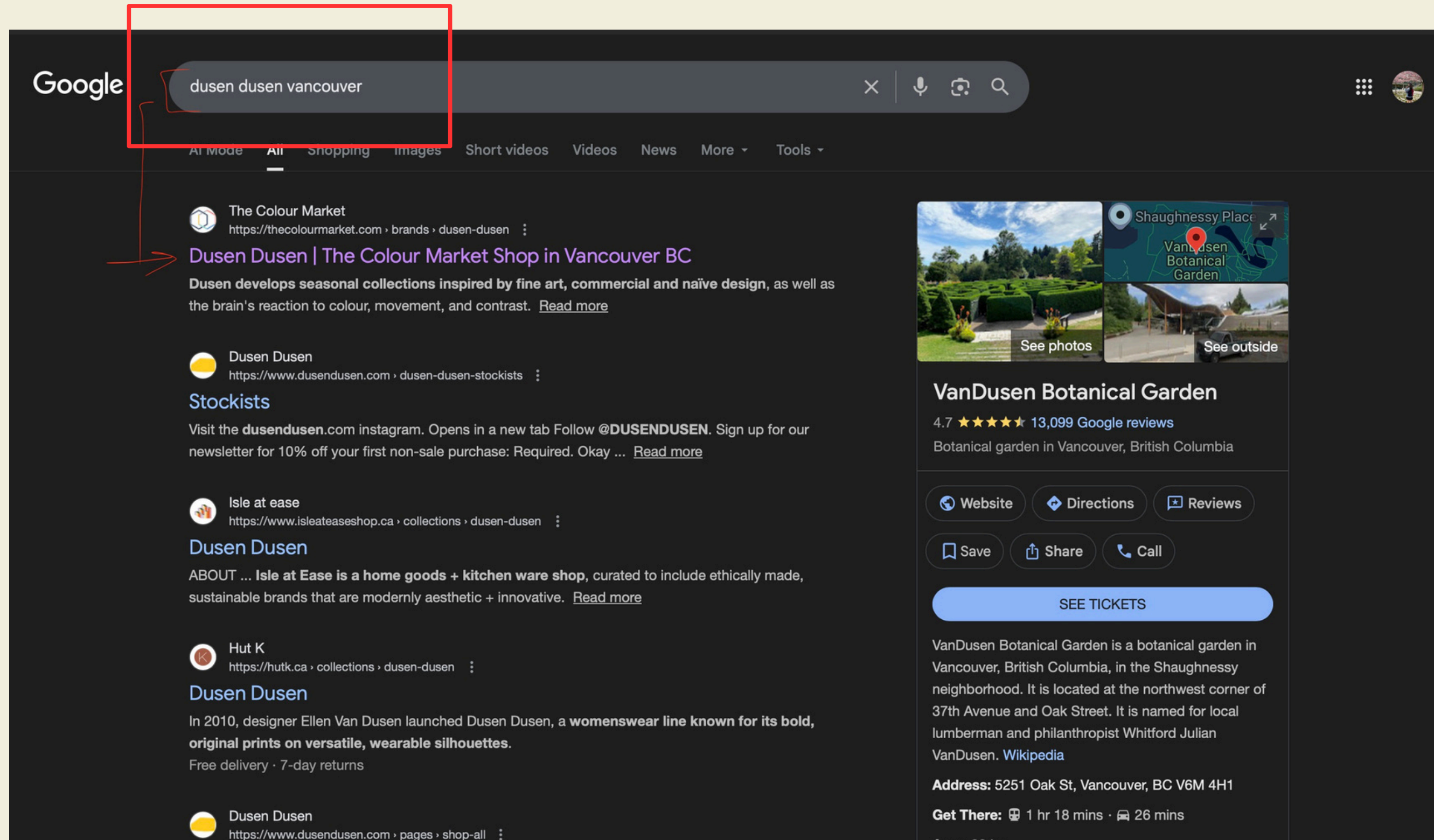
More places >

Open in Maps

Map data ©2026 Google Terms

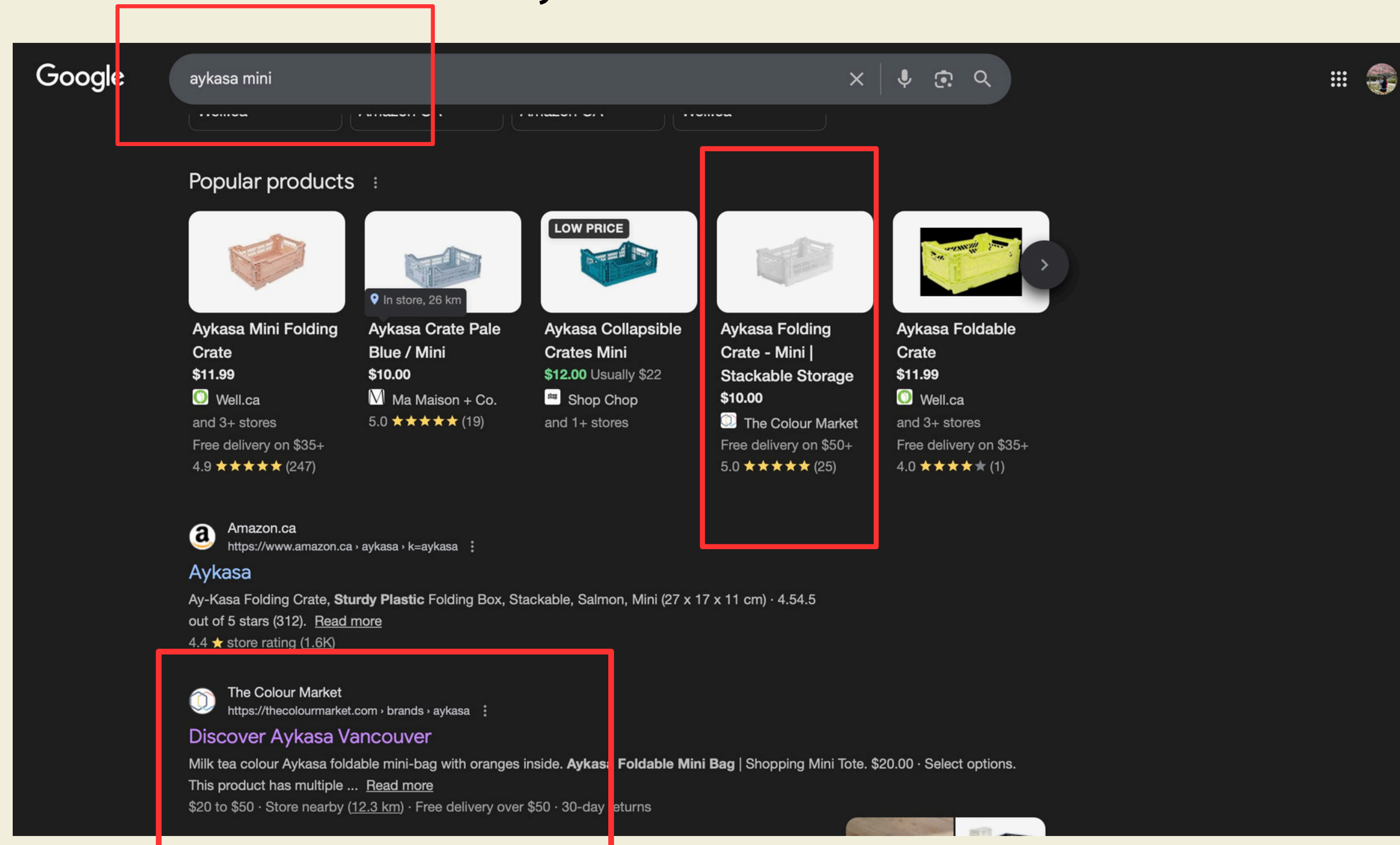
sample #1: desired keyword = gift shop Kerrisdale. used localized SEO keywords and phrasing for landing & product pages + titles to boost ranking to #3

desired keyword

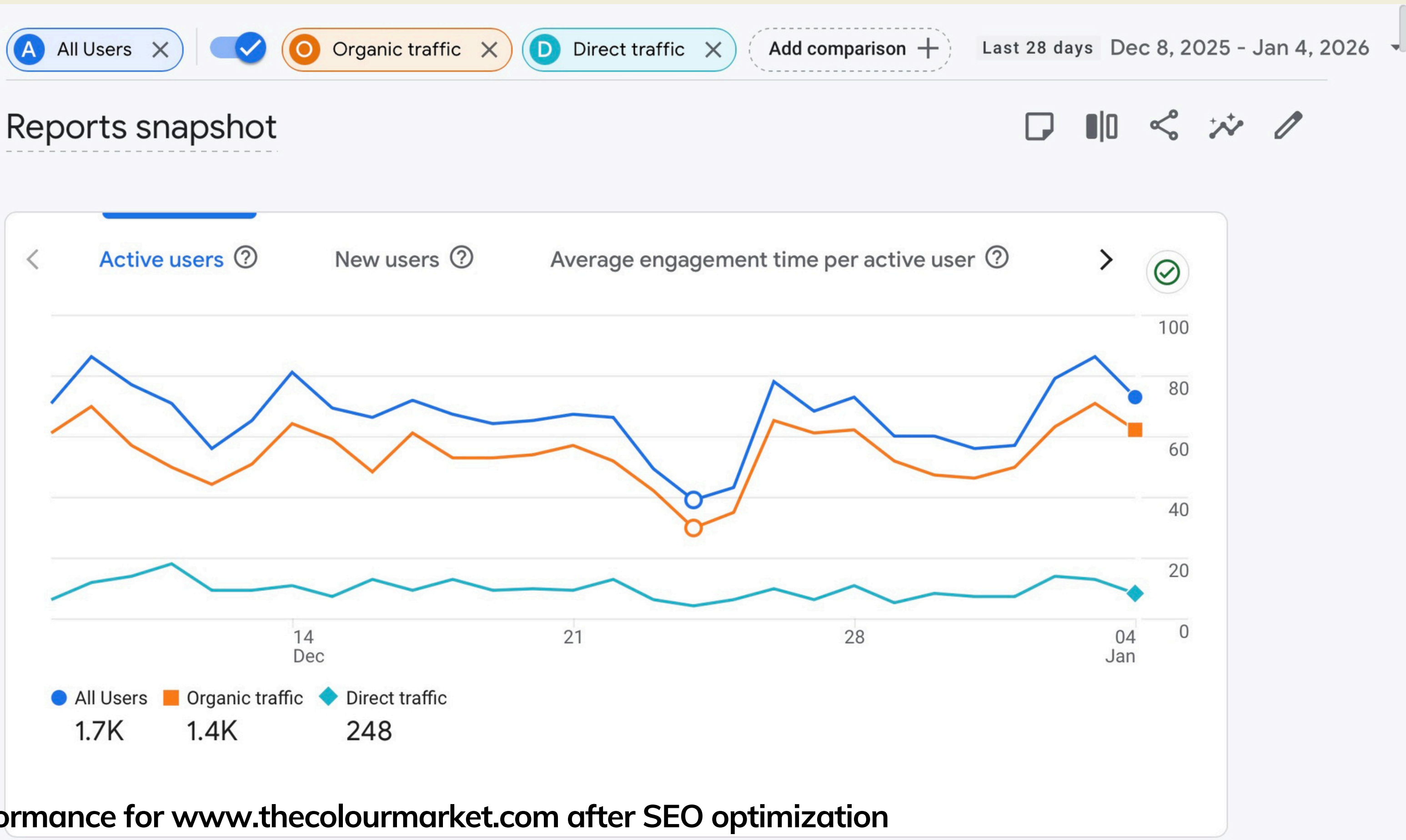


sample #2: popular + hot selling brand “Dusen Dusen” at the store. optimized all existing dusen dusen product line to boost rank to #1

desired keyword



sample #3: popular + hot selling product “Aykasa crates” comes in different sizes. optimized product description + meta descriptions (& title) for rank boost to #3 and a highlight in the popular products carousel



GA4 performance for www.thecolourmarket.com after SEO optimization