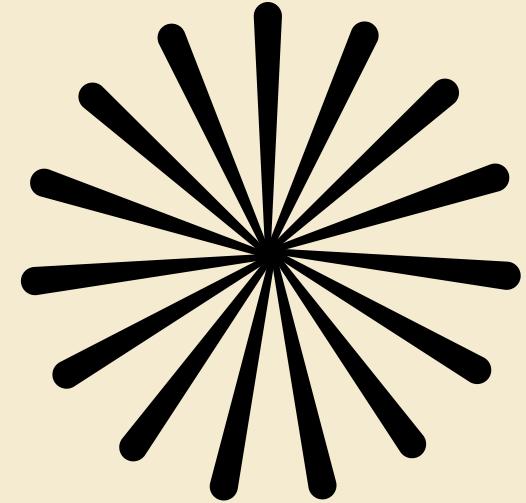
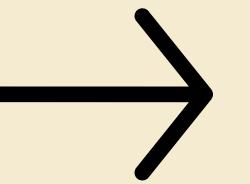


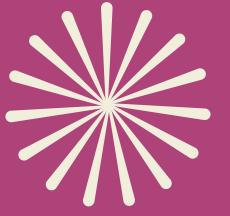
DISHTI MAGO

SALES ASSOCIATE @ THE COLOUR MARKET

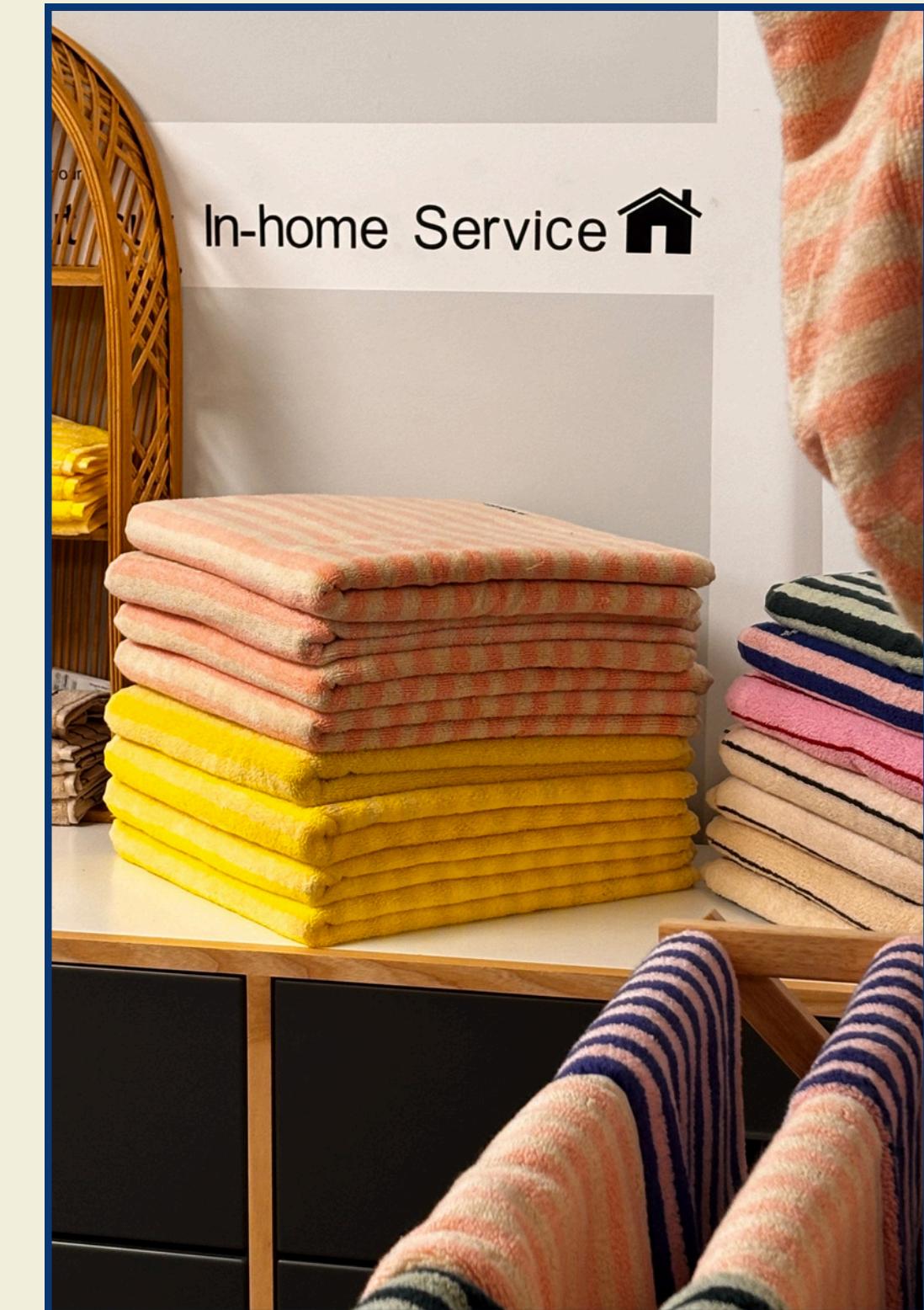
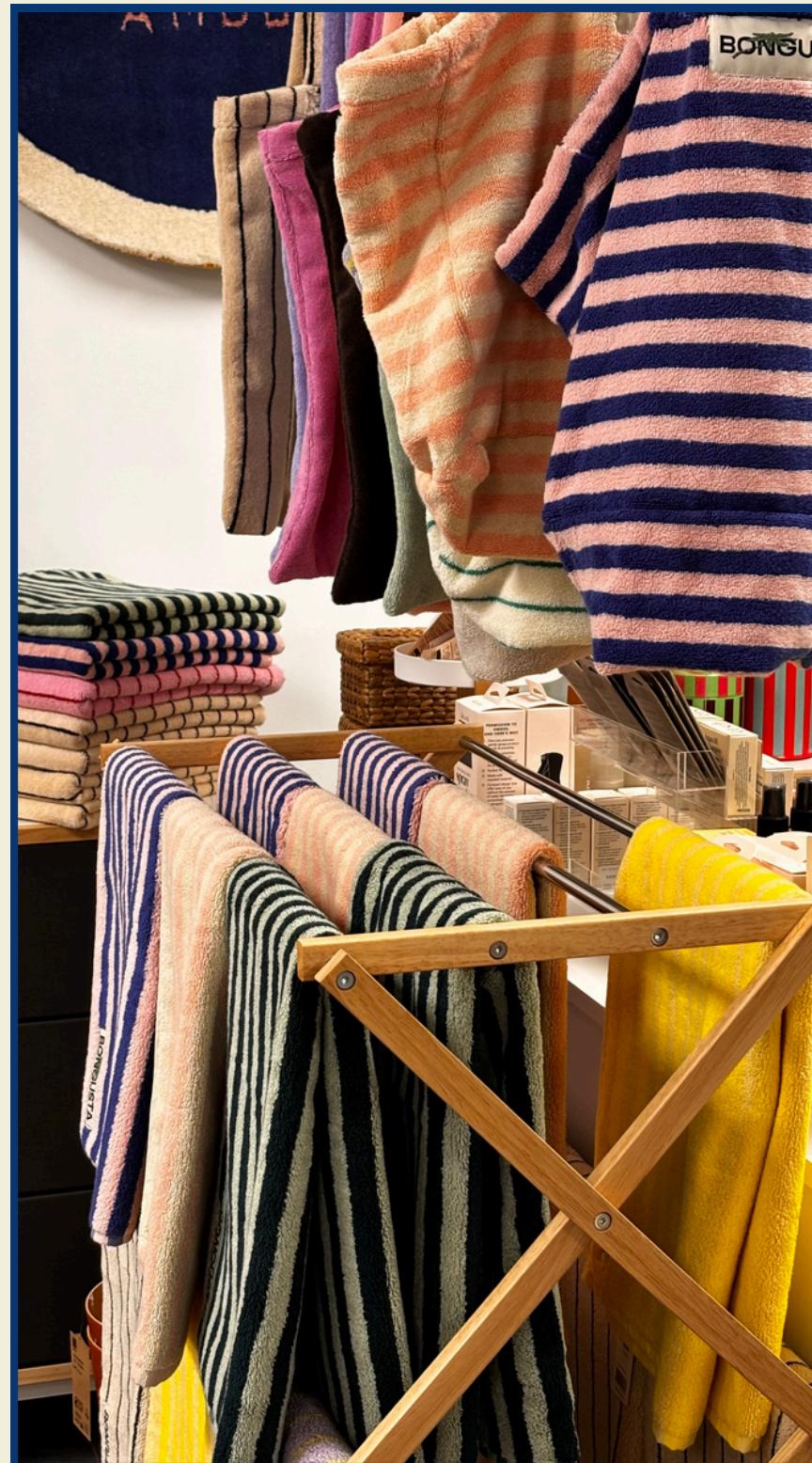


WORK SUMMARY





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

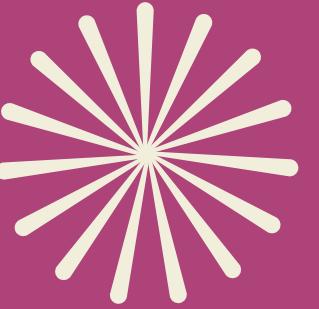


Social Media



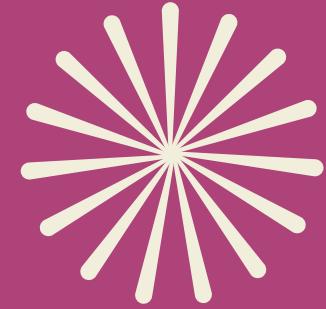
supporting instagram stories featuring most popular or seasonal products (product staging + visual effects)

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

SUBSCRIBE

Audience

Total contacts

191 ▲ 9.77%

Audience analytics →

Net subscriber growth

17 ▲

growth over 15 days (Nov)

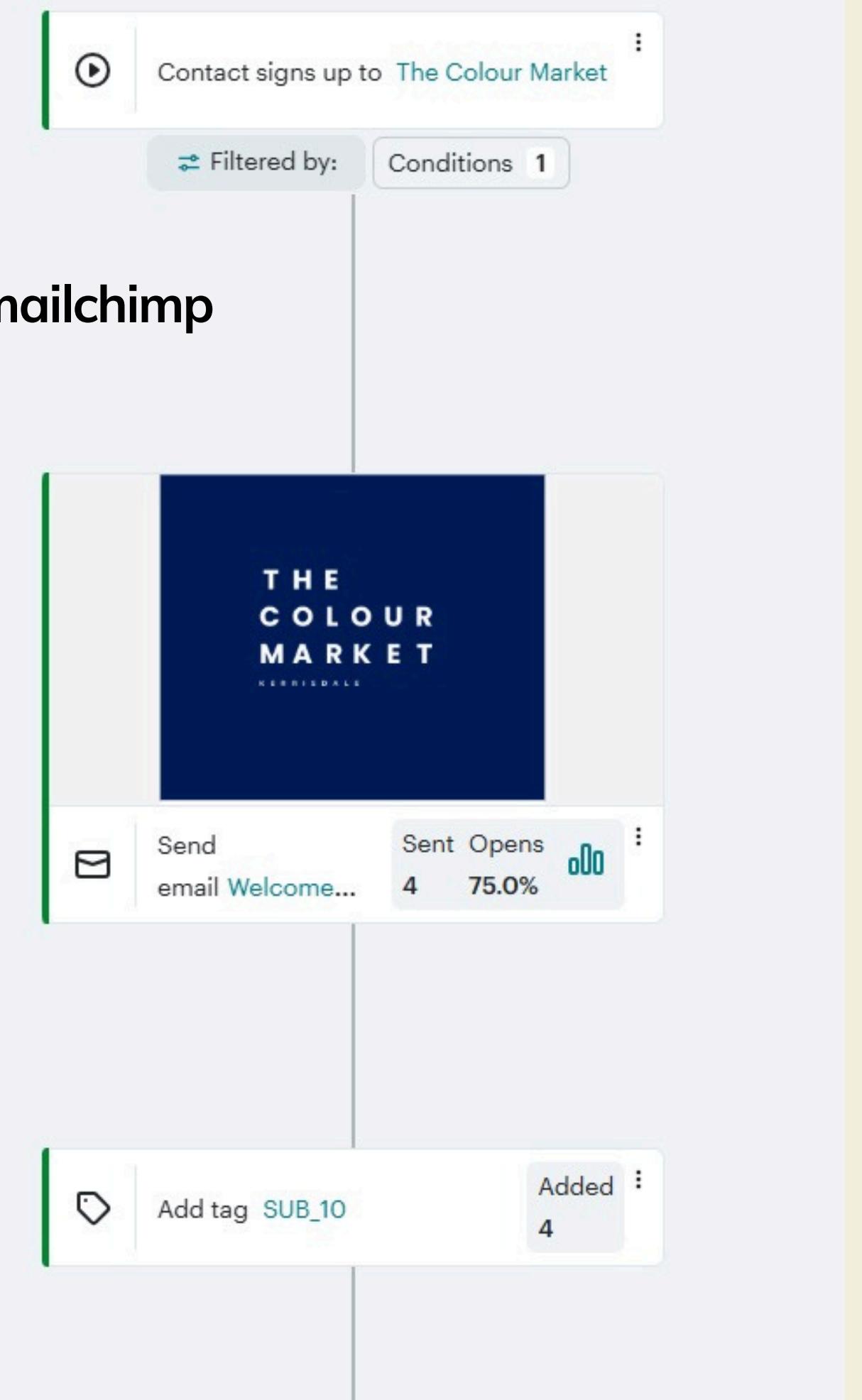
Subscribed contacts

✉ Email subscribers

SMS SMS subscribers

190 ▲ 13.77%

Set up SMS



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

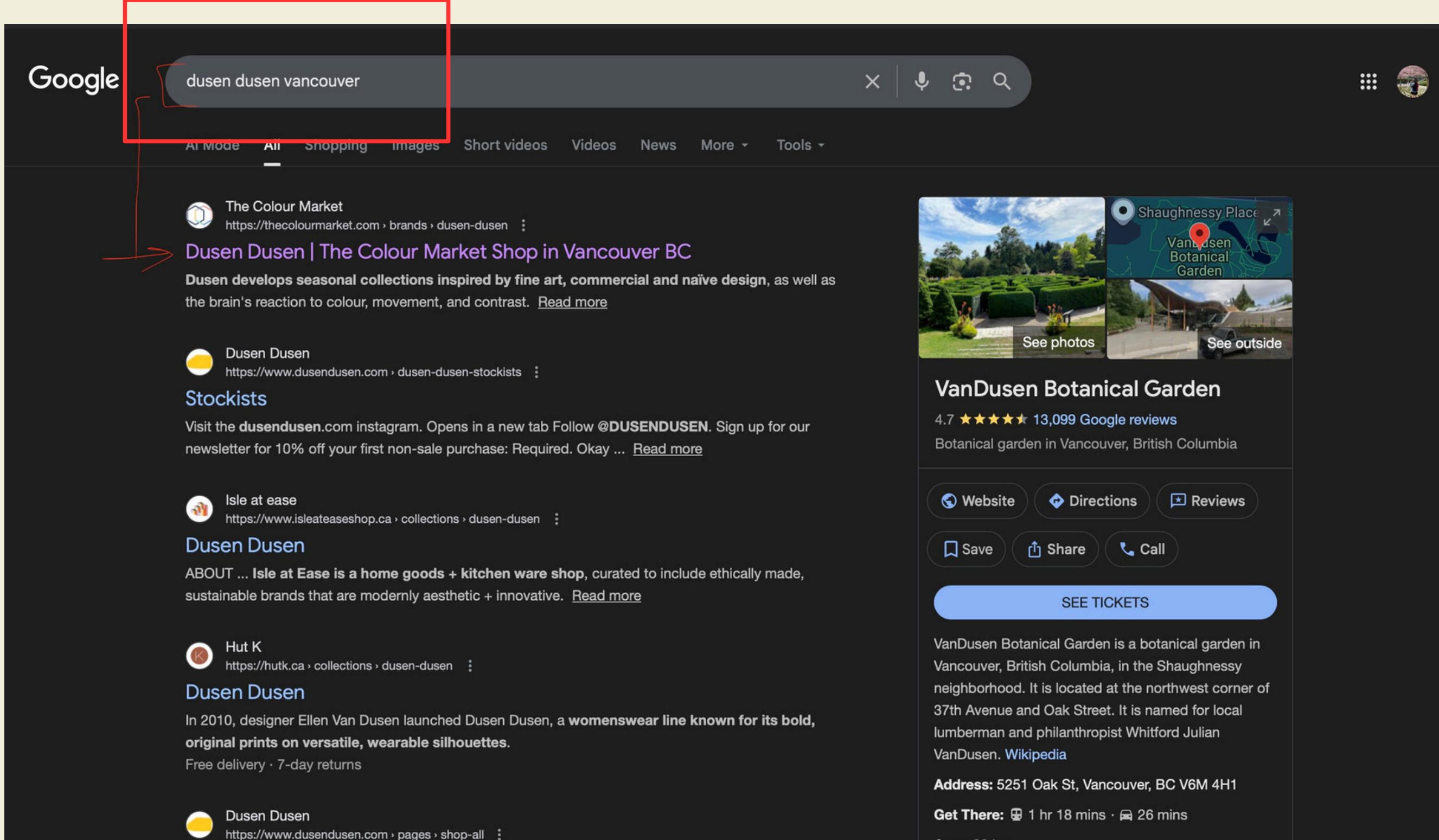
Google search results for "gift shop Kerrisdale" in Kerrisdale, Vancouver. The results are as follows:

- 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**!"

A red box highlights the "The Colour Market - Kerrisdale" result. To the right, a map shows the locations of these businesses in Kerrisdale, with "GIFT" marked on the map.

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



Google search results for "dusen dusen vancouver". The search bar is highlighted with a red box. A red arrow points from the search bar to the first result, which is a local result for VanDusen Botanical Garden.

The Colour Market
https://thecolourmarket.com › brands › dusen-dusen

Dusen Dusen | The Colour Market Shop in Vancouver BC

Dusen develops seasonal collections inspired by fine art, commercial and naïve design, as well as the brain's reaction to colour, movement, and contrast. [Read more](#)

Dusen Dusen
https://www.dusendusen.com › dusen-dusen-stockists

Stockists

Visit the [dusendusen.com](#) instagram. Opens in a new tab Follow [@DUSENDUSEN](#). Sign up for our newsletter for 10% off your first non-sale purchase: Required. Okay ... [Read more](#)

Isle at ease
https://www.isleateaseshop.ca › collections › dusen-dusen

Dusen Dusen

ABOUT ... Isle at Ease is a home goods + kitchen ware shop, curated to include ethically made, sustainable brands that are modernly aesthetic + innovative. [Read more](#)

Hut K
https://hutk.ca › collections › dusen-dusen

Dusen Dusen

In 2010, designer Ellen Van Dusen launched Dusen Dusen, a **womenswear line known for its bold, original prints on versatile, wearable silhouettes**.
Free delivery · 7-day returns

Dusen Dusen
https://www.dusendusen.com › pages › shop-all

VanDusen Botanical Garden
4.7 ★★★★★ 13,099 Google reviews
Botanical garden in Vancouver, British Columbia

[Website](#) [Directions](#) [Reviews](#)
[Save](#) [Share](#) [Call](#)

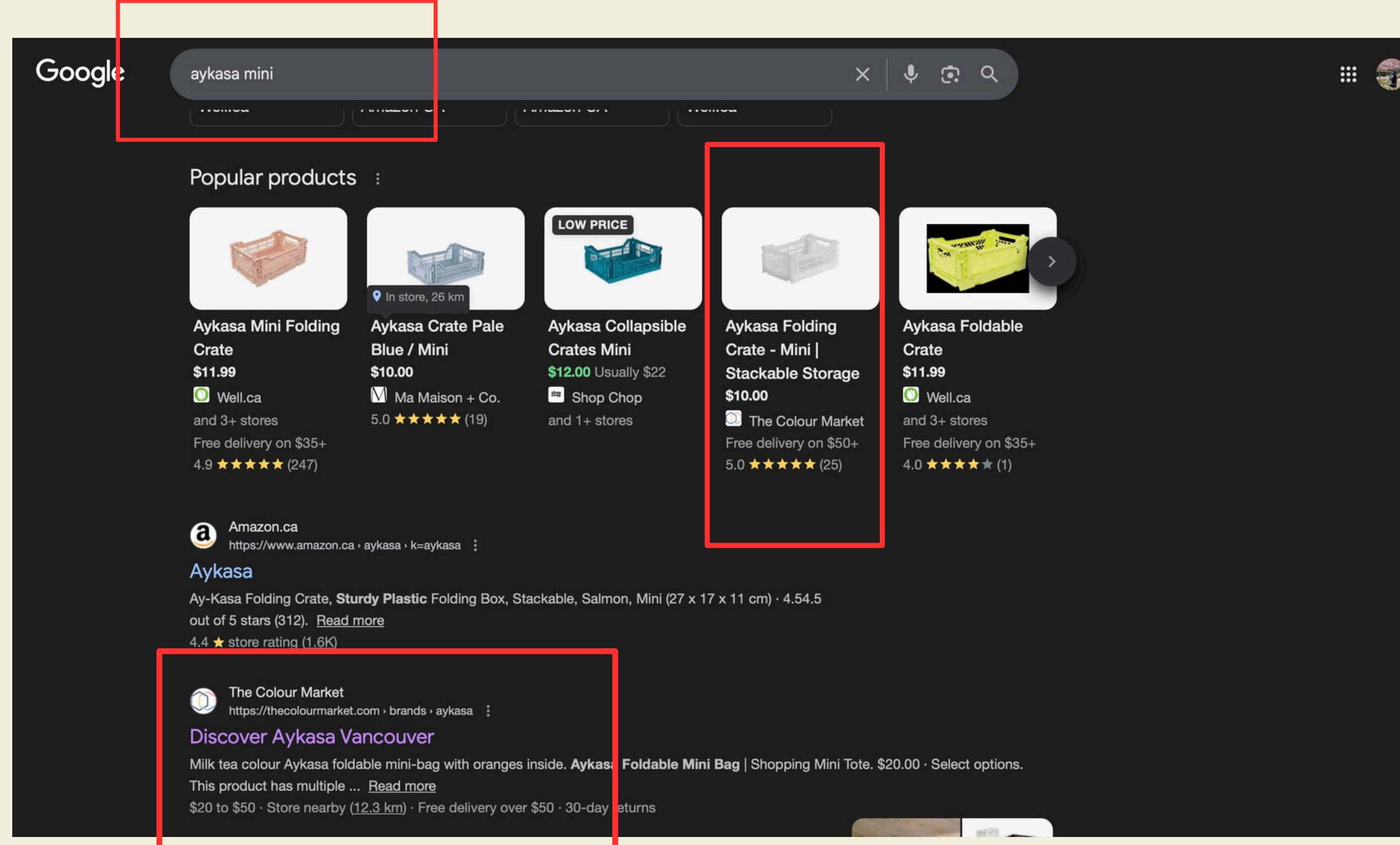
[SEE TICKETS](#)

VanDusen Botanical Garden is a botanical garden in Vancouver, British Columbia, in the Shaughnessy neighborhood. It is located at the northwest corner of 37th Avenue and Oak Street. It is named for local lumberman and philanthropist Whitford Julian VanDusen. [Wikipedia](#)

Address: 5251 Oak St, Vancouver, BC V6M 4H1
Get There: 1 hr 18 mins · 26 mins

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

A All Users X

Organic traffic X

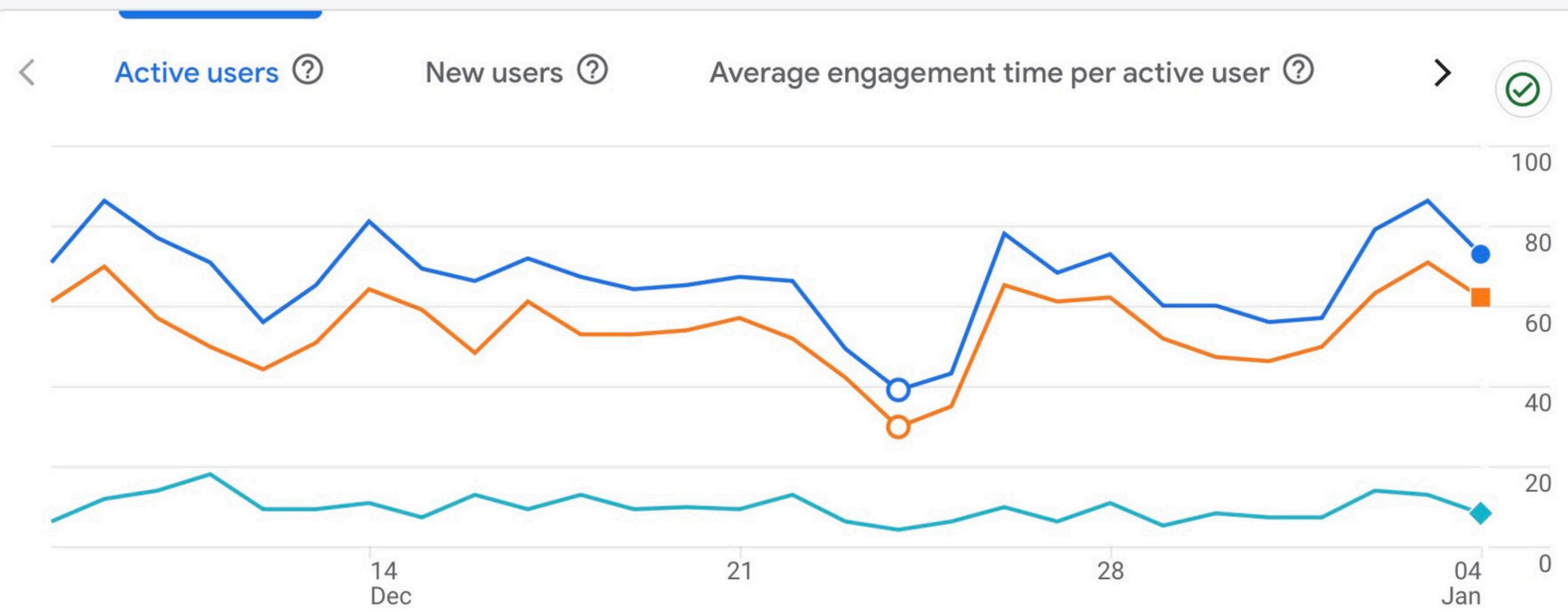
D Direct traffic X

Add comparison +

Last 28 days

Dec 8, 2025 - Jan 4, 2026

Reports snapshot



GA4 performance for www.thecolourmarket.com after SEO optimization