

SANDY MANGAT is a *boundless, multi-cultured, tech obsessed* marketing maven with experience in...

- **Digital Marketing:** Leveraged qualifications in *Google Adwords, Analytics, and Adobe Creative Suite* to create fully integrated marketing deliverables across various channels. Automating campaign content through services such as *Hootsuite*.
- **Project/Account Management:** Ability to work with a multi-functional team, organize tasks, and deliver results by leveraging PM tools such as *Smartsheet* and *Trello* among others.
- **Creative:** Strong **communication** skills for both creative and corporate copy; *Infographic* and data visualization enthusiast.
- **Analytic:** Results focused and data obsessed. Experienced in using statistical analysis software *STATA* and *Excel* in addition analytics platforms such as *Mixpanel* to analyze metrics to inform strategic decisions.
- **Quick Learner:** Focused on constant improvement, have previously taken on the challenge of learning basic **HTML, JavaScript, Python**, and currently enrolled in a course on "**R Programming for The Data Scientists Toolkit**".
- **Business Development:** A natural connector with a keen ability to create *partnerships*, communicate vision, and foster robust business relationships.

EXPERIENCE

Association for Mineral Exploration BC

Digital Project Coordinator – Mobile App

Nov 2014 – April 2015

AME BC supports the mineral exploration industry through lobbying and advocacy serving 4000+ members and 6700 guests at its annual conference, The Minerals Roundup. (Contract)

- Team lead on the development of the conference mobile app, including app education & training; troubleshooting; and a wholly integrated marketing plan for the launch, delivering 2X adoption and satisfaction rate vs. 2014
- Launched digital engagement strategy for mobile app (Email/Social Media) which resulted in a 200% increase in overall impressions
- Conducted post conference surveys that received over 3x responses over 2014 (1000 respondents out of 4500 emailed)

Tapicnic Mobile App

Marketing Director

Aug 2014 – Nov 2014

Tapicnic, a mobile food ordering consumer application and restaurant dashboard launched in September 2014 (iOS & Android) (Contract)

- Launched the mobile application Tapicnic's marketing strategy, acquired first 2000 users of the application within 3 weeks of launch, gained 300+ twitter followers and achieved a 55% open rate email marketing campaign
- Tracked feedback for the developer backlog and developed a Customer or "User"/ Restaurant Relations & Retention strategy
- Built media relationships to gain earned media mentions on two radio stations (CNWK and Z95.3) as well as Vancity Buzz
- Managed KPI tracking and reporting to founder for investment accelerator program meetings, as well as A/B tested email campaigns
- Early stage strategic consulting, including business plan & sales strategy development

Cliveden Trading AG

Research and Marketing Assistant

Mar 2013 – July 2014

A mining and metals consultancy with HQ in Zug, Switzerland, providing marketability reports and facilitating the trade of metals concentrates globally. (Reason for leaving: operations moved to Switzerland)

- Developed lead generation strategy in the Vancouver market for the Swiss company on 3 month term which was extended to over a year on an expanded role as a research and marketing lead in Vancouver
- Tackled the overhaul of client Xiangguang Group's brand which allowed the company to acquire new contracts in the South American Market; assisted Senior Trader in delivering marketing reports; conducted market research and data analysis

Sandman Media Inc

Business Analyst Intern

Jan 2013 – Mar 2013

Web design and Media firm specializing in custom CMS and CRM integrated builds & Graphic Design for the Mining Industry

- Composed weekly reports on Public Junior Mining companies, providing market intelligence for the business development team
- Revamped the company's brand by introducing social media engagement and an upgraded web presence

South Vancouver Neighborhood House

Research Intern

Jan 2012- Oct 2012

Community services agency committed to providing useful programming for area residents, strengthening community relations, and enhance the ever-changing multi cultural landscape of the community

- Conducted research on demographics using databases; analyzed data sets using statistical software and excel
- Developed a report and presentation that was utilized in grant proposals and funding efforts by the board

General Electric Asset Management

Human Resources Intern

Jun 2007-Oct 2007

With more than \$116 billion in assets under management, GE Asset Management is one of the largest managers of institutional assets in the US

- Supported the SVP of Human Resources full time as a summer intern and kept on part time during the fall
- Managed database of students reached at career fairs and took initiative to audit employee file documents

EDUCATION

Department of Economics & Sauder School of Business, University of British Columbia

2012

Bachelor of Arts, Major Economics & Minor Commerce

- Dean of Arts Leadership Recognition, 2012
- President's Entrance Scholarship, 2008

VOLUNTEER WORK AND SPECIAL PROJECTS

Joined Women in Communications and Tech in August 2014 as Sponsorship Executive

- WCT is a Canada wide not for profit association of women who work in the communications, digital media and technology sectors
- Created sponsorship packages for the 2014/2015 events calendar by leveraging existing channels and developing new partner relationships

Started GetSeen.Me, a digital marketing consulting project, in August 2013 as Co-Founder until we ceased operations in September 2014

- A digital marketing strategy consulting project borne out of a desire to help small business and individuals understand the necessity of brand awareness in the digital space
- Lead an awareness campaign for Amnesty International's UBC Chapter; produced content for Facebook, conducted multiple Twitter chats, and coordinated an outreach fundraiser

Joined Economics Student Association from September 2010 to May 2012 as Graduation Executive

- Coordinated the annual graduate school information session which attracted 10 recruiters and 80 graduating economics majors
- Utilized skills in HTML/SEO to manage Wordpress site and drafted weekly newsletters in Mailchimp which increased participation x2

Joined UBC Recreation Society from September 2009 to May 2010 as Assistant Director of Marketing

- Created fully integrated marketing campaigns for campus and community recreational events, leveraging social and direct marketing
- Increased participation among 1st year students resulting in 100% of events selling out

Joined UBC Orientations from September 2009 to May 2010 as Imagine Day and GALA team leader

- Guide a group of 20 new students for international orientation and provide them with information and helpful tools for their first year
 - Demonstrated great cultural sensitivity and communication skills to be chosen for both International and Domestic orientations
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