

Suvan Mathur

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EXPERIENCE

Associate Merchant

Loblaw Companies Ltd.

Aug 2024 – Current

Brampton, Canada

- Collaborated with merchants, supply chain, procurement, promotions, and finance in a cross-functional team environment across Market and Hard Discount divisions.
- Assisted stores by addressing and resolving store requests promptly to support operations.
- Built trusted relationships with 100+ vendors, ensuring smooth onboarding and transitions.
- Supported Merchants in executing promotional programs, including data entry, flyer/digital/instore advertising accuracy, vendor income collection, and retail pricing strategies.
- Demonstrated ability to work independently and in teams, with project management and leadership experience.
- Leveraged Power BI, ABI, Microstrategy, and Excel for data analysis and reporting to support decision-making and improve category performance.
- Analyzed data using to generate insights, address ad-hoc inquiries, and present recommendations to Merchants and senior leadership.
- Designed and analyzed surveys for planograms, covering multicultural and core products in 300+ stores.

Marketing / Web Analyst

LocaGlobe

Sep 2021 – Aug 2022

Jaipur, India

- Analyzed data to drive strategic decisions for B2B and B2C e-commerce models.
- Used Google Analytics and Looker Studio to optimize SEO and marketing.
- Collaborated with the web-dev team to implement GA Tracking ID and Pixels for conversion tracking.
- Implemented SEO-optimized product listings on E-commerce platforms for improved organic traffic.
- Performed RFM analysis for customer segmentation, guiding marketing for Boat, a renowned Indian audio products manufacturer.
- Monitored and optimized paid media campaigns with a budget of \$20,000 per month while maintaining ROAS deadlines.
- Designed and executed A/B testing to improve marketing effectiveness and conversion rates for landing pages and social media campaigns.
- Implemented and maintained conversion tracking systems to monitor website goals and user interactions.

Marketing Intern

Icecream Labs

Mar 2021 – Aug 2021

Remote, India

- Supported brand development with market analysis and consumer research for the launch of modo.ai, the company's Automating MLOps solution.
- Designed and optimized the company's official website using the WIX editor.
- Launched SEO campaign for high-volume and long-tail keywords, generating 10,000 unique monthly visitors.
- Improved on-page SEO performance, improved page speed by 70% and increased monthly organic traffic by 22%.
- Collaborated with key stakeholders to ensure detailed KPI tracking for web, social media, paid media, and CRM campaigns, post-launch.

PROJECTS AND CERTIFICATIONS

Certifications:

- Advanced Microsoft Project – LinkedIn Learning (Issued March 2023),
- Google Analytics 4 Certification (Completed: January 23, 2024),
- Data Analytics Methods for Marketing by Meta on Coursera (Issued June 2024)
- Programming with Python by Internshala (From 7th April 2020 to 19th May 2020),

Projects:

Capstone Project (Sheridan College) - Marketing Strategy for Target Truck Sales: Final Project

- Researched the Canadian trucking dealership industry and competitive landscape.
- Created heatmaps for billboard ad placements using Environics Envision, Piinpoint, and PRIZM.
- Developed an extensive SEO strategy based on SERP analysis.

Marketing Analytics Project - Nykaa (Determined probable locations in GTA for store launch): Final Project

- Utilized Analytics tools like Piinpoint to analyze high-traffic areas in the GTA for potential store locations.
- Identified target markets with the PRIZM framework and created heatmaps On Envision and Piinpoint.
- Generated trade area and target market reports, recommending the best location based on data analysis.

EDUCATION

Sheridan College - Hazel McCallion Campus (Pilon School of Business) Post Graduate Certificate in Marketing Management	April, 2024
Georgian College – Ilac Campus Post Graduate Certificate in Project Management	April, 2023
Manipal University Jaipur Bachelor of Technology in Electronics and Communication Engineering	April, 2021

SKILL

Platforms	Google Analytics, Google Ads, Looker Studio, Meta Ads Manager, Power BI, Tableau, SEMrush, Mailchimp, Excel
Technical Skills	Digital Marketing, Data Visualization, Data Analytics, Project Management, SQL, HTML5, SEO, SEM, Performance Marketing
Soft Skills	Time Management, Problem-Solving, Creativity, Attention to Detail, Multi-tasking, Active Listening, Teamwork, Adaptability

EXTRA-CURRICULAR ACTIVITIES AND INTERESTS

- **Extra-curricular:** I make music, check out [@suvan.exe](#) and my band Elixirore’s album Enervate.



- **Interests:** Music, Guitar, Singing, Movies, Pop-culture, Travel, and Food.
- **Website:** [suvanmathur.com](#)