



✉ shivika.agarwal@mail.utoronto.ca

☎ +1(437)770 9775

in [www.linkedin.com/in/shivika-agarwal-a240791a8/](https://www.linkedin.com/in/shivika-agarwal-a240791a8/)

## EDUCATION

**Rotman Commerce, University of Toronto  
Class of 2023**

Bachelor of Commerce

Specialising in Management

Focus in Marketing, Strategy and  
Innovation, and Data Science with a  
Minor in Economics

## SKILLS

### Technical

Proficient in Microsoft Office, Google Suite, Canva, Social Media, Asana, Python, R, VBA, Data Visualisations  
Basic in SQL, Power BI, MailChimp, QuickBooks, and Google Analytics  
Currently learning Adobe Suite

### Soft Skills

Leadership, Problem-solving, Public Speaking, Time-management, Research, and Fluent in 5 languages

### Certifications

- Advanced Excel (Udemy)
- Canva for social media (Coursera)
- Data Analytics in Python (DataCamp)
- Meta Social Media Marketing (Coursera - Currently Enrolled)
- Intuit Academy Bookkeeping (Coursera - Currently Enrolled)

## RELEVANT COURSEWORK

- Introduction to Data Analysis
- Marketing Management
- Marketing Research
- Consumer Behaviour
- AI for Management
- Management Science
- Sports Analytics
- Business Design
- Big Data and Marketing Analytics
- Supply Chain Management
- Branding Strategy
- Strategic Management

# SHIVIKA AGARWAL

## WORK EXPERIENCE

**Digital Marketing and Project Management Intern -  
CommandShift Marketing Inc., Toronto, Ontario - Dhruv Patel**

*May 2022 - Nov 2022*

- Created intuitive strategies for **digital marketing campaigns** and spearheaded branding for the company across all social media platforms and their website using various platforms such as Canva and [Diagrams.net](#).
- Attended various **client onboarding calls** and created initial plans for the service of their choice based on their company's marketing needs, and implemented content creation strategies and social media calendars for 7 marketing clients with the help of HeroPost.
- Introduced Asana as a **project management** tool for the company and oversaw daily activities and projects, while assigning tasks and communicating the progress to the rest of the team.

**Project Assistant - Rotman School of Management, Toronto, Ontario  
Matthew McDonald**

*Sept 2021 - May 2022*

- Conducted **market research** to funnel aspiring post-secondary students into Rotman's Global Executive MBA program; research includes digital ad strategy, market segmentation, and leveraging influencer platforms.
- Synthesized over 70 interview notes and conducted over 40 GPA calculations to help guide admissions strategy for senior leadership on the Rotman admission's committee.

## COURSE WORK AND PROJECT EXPERIENCE

### RSM459 - RBC Homebuyer Challenge

- Worked on creating an **intuitive and innovative solution** for RBC, as I navigated ways to reduce the time it takes for homebuyers to buy a house. I defined the problem, described my target group, conducted empathy interviews with the targetted group, framed possible ideas and prototypes, and finally chose the ultimate solution, which involved creating a detailed dashboard that addressed all their issues.
- Took the initiative to assign roles and tasks to each group member, and ensured that everyone met the deadlines.

### RSM458 - Marketing Strategy for Victoria's Secret

- Created a **marketing and branding strategy** for victoria's secret to transform their current brand image. This was done by conducting primary and secondary research to understand the current perspective of consumers and how it can be spun in their favour to re-establish their brand against their competitors. Used Qualtrics for the surveys with a response rate of approximately 100 responses and conducted 10 interviews of women from different backgrounds.

## EXTRACURRICULAR EXPERIENCE

**Intramural Coordinator - Rotman Commerce, University of Toronto -  
Aman Chohan**

*Jul 2021 - Present*

- Managed various social media accounts to promote events and interacted with prospective students while raising awareness for intramural sports.
- Led and coordinated 6 stakeholder groups to manage over 50 intramural sports teams with over 800 students.

**Orientation Leader - St. Michaels College, University of Toronto -  
Emma Oliver**

*May 2022 - Sept 2022*

- Leveraged social media platforms to communicate with incoming students to troubleshoot queries while encouraging a safe space for all discussions.
- Managed weekly campus tours for new students and hosted orientation events for students to socialize with their peers while instigating a sense of community.