

# AADWIK MALHOTRA

Vancouver, BC · (236) 514-2097 · aadwikmalhotra@gmail.com · linkedin.com/in/aadwik-malhotra · aadwikmalhotra.com  
Authorized to work in Canada for any employer. No sponsorship or LMIA required.

## SUMMARY

Marketing graduate (BCom, UBC Sauder) who doubled email click-through and tripled Instagram engagement at YumFuel through structured A/B testing and audience segmentation. Internships spanning campaign execution, GTM strategy, and competitive research. Seeking marketing roles in Canada.

## MARKETING EXPERIENCE

**Business Development & Marketing Intern, Obsidian Ventures** | Vancouver, BC (Remote) Oct 2025 – Dec 2025

- Built 10 prospect-specific pitch decks and proposals, and researched and qualified 150+ prospects across 7 competitor landscapes.
- Tracked a 40-opportunity pipeline in HubSpot CRM with weekly pipeline reviews.
- Supported 4 client onboardings, preparing kickoff materials and coordinating stakeholder scheduling.

**Marketing Intern, Pharmint** | Vancouver, BC (Remote) May 2025 – Jun 2025

- Built an executive-ready go-to-market strategy report on regulatory compliance, pricing and distribution for a multi-million-dollar Brazil and LATAM market entry; delivered to the Marketing Director.
- Benchmarked 10 competitor brands and presented a B2G vs B2B expansion analysis to senior leadership.

**Digital Marketing Intern, YumFuel** | Vancouver, BC (Remote) Sep 2024 – Dec 2024

- Rebuilt Mailchimp audience segments and ran eight weeks of A/B tests on subject lines, send times and calls to action, doubling click-through from 1.0% to 2.0%.
- Restructured the weekly content calendar and tested post formats, tripling Instagram engagement from 0.5% to 1.5%.
- Optimized paid social campaigns in Meta Ads Manager on CTR, CPC and CPL.
- Tracked performance in GA4 and Shopify and delivered weekly KPI reporting on underperforming channels.

**Marketing Intern, TPC Leadership** | Vancouver, BC (Remote) May 2024 – Jun 2024

- Mapped 15+ competitors in the Canadian coaching and leadership-development market; audited digital engagement across social, website and email.
- Identified 3 underserved audience segments, with recommendations presented to marketing leadership.

## PROJECTS

**Job Intelligence Engine, AI workflow** | personal project Jul 2026 – Aug 2026

- Built with Claude Code a Python pipeline, scheduled through n8n, that pulls postings from Greenhouse, Lever and Adzuna, filters them by rule, scores fit with Claude and syncs results to Notion.

## ADDITIONAL EXPERIENCE

**Risk & Compliance Intern, Sun Life Global Solutions** | Gurugram, India Aug 2025 – Sep 2025

- Managed 5 audit files across 4 cross-functional teams, reviewing risk and control documentation; flagged discrepancies that triggered a director-level review.
- Developed data loss prevention awareness and training materials adopted by senior management across business units.

## EDUCATION & LEADERSHIP

**Bachelor of Commerce, Marketing**, University of British Columbia, Sauder School of Business Sep 2022 – May 2026  
**Leadership:** Vice President, UBC Table Tennis Club (2023 – 2026) · national-level table tennis competitor

## SKILLS & CERTIFICATIONS

**Marketing:** Meta Ads Manager · GA4 · HubSpot (CRM) · Mailchimp · Email Marketing · A/B Testing · KPI Reporting · Social Media

**Tools:** Excel · PowerPoint · Canva · ChatGPT · Perplexity · Claude · Claude Code · n8n

**Certifications:** HubSpot Email Marketing (2026) · HubSpot Sales Hub Software (2026) · IBM AI Fundamentals (2026)