

AADWIK MALHOTRA

Vancouver, BC · (236)514-2097 · aadwikmalhotra@gmail.com · [in Aadwik](#) · www.aadwikmalhotra.com

SUMMARY

UBC Sauder BCom graduate specializing in Marketing with experience coordinating cross-functional marketing initiatives across enterprise and startup environments. Delivered go-to-market strategies, digital marketing campaigns, executive presentations, and AI-assisted business research while supporting project execution across multiple stakeholders. Certified in IBM AI Fundamentals, Agile, and Jira with hands-on experience using Canva, GA4, Mailchimp, and generative AI to improve marketing workflows.

EDUCATION

Bachelor of Commerce, University of British Columbia

September 2022 - May 2026

Sauder School of Business · *Marketing*

VP, UBC Table Tennis Club (2023-2026)

EXPERIENCE

Risk & Compliance Intern, Sun Life Global Solutions

August 2025 - September 2025

- Reviewed risk and control documentation across operational, IT, and market conduct functions; recommended updates to risk ratings aligned with enterprise standards.
- Coordinated documentation and deliverables across five concurrent audit projects involving four cross-functional teams, ensuring timelines, stakeholder communication, and documentation accuracy.

Marketing Intern, Pharmint

May 2025 - June 2025

- Developed executive-ready go-to-market strategy for Brazil and LATAM through market research, competitive analysis, pricing, positioning, distribution strategy, and presentations for senior leadership.
- Benchmarked 10 competitor brands across pricing, entry timing, and procurement to inform a market entry decision.

Business Development & Marketing Intern, Obsidian Ventures

October 2025 - December 2025

- Qualified 150+ prospects while maintaining a 40-opportunity pipeline using Excel and structured reporting.
- Developed executive-ready presentations, marketing collateral, and competitive research supporting client acquisition.
- Coordinated onboarding documentation, kickoff meetings, project timelines, and stakeholder communication across four client engagements.

Digital Marketing Intern, YumFuel

September 2024 - December 2024

- Doubled email CTR from 1.0% to 2.0% at a protein bar startup by redesigning Mailchimp audience segments and A/B testing subject lines and CTAs.
- Grew Instagram engagement 3x by restructuring weekly content formats and A/B testing post types using structured analytics reporting.

PROJECTS, SKILLS & CERTIFICATIONS

Projects

- Nexara:** Founded Nexara, an AI-powered business discovery platform for SMBs; user testing revealed a fixed 10-question intake model could not capture real business complexity, prompting a pause in development to redesigned the discovery framework rather than deploy an implementation that failed to meet client needs.
- Mindset Beverages:** *Co-led project planning and coordination for a cross-functional GTM initiative by developing timelines, assigning task ownership, tracking deliverables, and delivering a market expansion strategy.*

Skills

Project Management: Project planning · Project coordination · Status reporting · Cross-functional collaboration · Risk & issue tracking · Documentation · Agile · Kanban · Jira · Budget & financial tracking fundamentals

AI & Data: Prompt engineering · AI workflow design · LLM evaluation · Generative AI for business research · AI-assisted documentation · Process improvement

Business & Strategy: Market research · Competitive analysis · Business analysis · GTM strategy · Stakeholder communication · Executive presentations

Tools: Excel (PivotTables, VLOOKUP, INDEX/MATCH) · PowerPoint · GA4 · Canva

Certifications: IBM AI Fundamentals: Foundations for Understanding AI · IBM Agile Explorer · Atlassian University – Get the Most Out of Jira · HubSpot Sales Hub Software