

MIKAS AGARWAL

Marketing Strategist & Porsche Enthusiast

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EDUCATION

University of Toronto — *B.Com., Marketing (Specialist), Economics (Major)* **Sep. 2022 - Present**

- Relevant courses include: Principles of Marketing (MGT252), Microeconomic Consumer Theory & Applications (ECO204), The Impact of Psychology on Business (MGT262), and Introduction to Marketing Management (MGT353).

Lehigh University College of Business — *Summer Exchange in Pennsylvania, USA* **May 2023 - Jul. 2023**

- Led an in-person data-driven repositioning of a top performing Chrysler dealership in the USA, utilizing market analysis and innovative branding strategies, resulting in a 20% growth in customer acquisition over 1 year.

EXPERIENCE

Akran Marketing — *Marketing Manager* **Sep. 2022 - Present**

- A 25+ year, leading North American powerhouse in branded promotional products and innovative marketing solutions.
- Established and managed creative agency relationships while overseeing company rebranding efforts. Coordinated email marketing campaigns and social media channels, contributing to the modernization of promotional strategies.
- Collaborated with over 100+ client accounts to recommend tailored promotional product selections aligning with their overarching marketing strategy using market research, assisting in the effective delivery of their marketing mix.

InvestFact Development Corporation — *Marketing Associate* **Jul. 2021 - Aug. 2022**

- Specializing in acquiring, renovating, and leasing residential properties within Ontario, leveraging strategic digital marketing and tenant engagement to optimize property visibility and retention.
- Spearheaded digital transformation by designing a targeted website, marketing properties on diverse platforms, curating tenant-focused newsletters, and bolstering brand cohesion through distribution of company merchandise.

EXTRA-CURRICULAR EXPERIENCE

ACE (DECA) UofT — *VP of Internal Relations* **Apr. 2023 - Present**

- Organized event catering & logistics and acted as a key liaison to the Department of Management and external stakeholders, aligning with budget and marketing objectives, overall enhancing stakeholder engagement.
- Led and motivated a team of 6, leading recruitment, training, and execution phases, increasing team efficiency.

Redblacks Summer Rush — *Fundraiser Volunteer* **May 2023 - Aug. 2023**

- Aided the non-profit through targeted fundraising initiatives, enhancing brand visibility and community engagement.

Notable Case Competitions **Nov. 2022 - Present**

- ACE Canada Nationals 2023 – B2B Marketing (82/100): Emphasized the value of contingency planning.
- Digital Enterprise Management Conference (4th): Pivotal role of structured responses for clearer communication.
- ACE Canada Nationals 2024 – Marketing Management (89/100): The importance of assumption-making in planning.

ACCOLADES, SKILLS, AND SPECIALTIES

- **Promotional Product Professionals of Canada** Momentum Award for Dynamic Leaders - youngest PPPC recipient.
- **FoundersBeta** Top 30 Emerging Leaders Under 30 Award – youngest FoundersBeta recipient.
- **Promotional Products Association International** Trained Advertising Specialist (TAS).
- **Skills:** Proficient in Canva, ChatGPT GPT-4 A.I., Salesforce, and the Microsoft suite, including Excel and PowerPoint.
- **Multi-Lingual:** Fluent in English, competent in French, and have a comprehension understanding of Hindi.
- **Interpersonal:** Skilled in effective & efficient communication and relationship-building.

HOBBIES

- Strong passion for automotive & aviation industry, admiring brands such as Ubiquiti, Spector & Co., and Uline.
- Built my first computer at 11 years old; enthusiastic about emerging technologies, from software to hardware.