

# AGILAN SIVAKUMARAN

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## SUMMARY

Data-driven marketing leader with 10+ years driving global brand growth, product launches, and campaigns across 40+ countries and \$5M+ budgets. Expert in full-funnel strategy, customer acquisition, lifecycle optimization, and digital advertising (SEO, PPC, email, social). Skilled in advanced analytics, experimentation, and AI-informed insights to optimize engagement, conversions, and ROI.

## SKILLS

- **Marketing:** SEO, SEM, Paid Social, Email, Content, Lead Generation, Conversion Optimization
- **Analytics:** GA4, Adobe Analytics, Tableau, Excel, SQL, A/B Testing, KPI Optimization (CPA, CPC, CPM, LTV)
- **Tools:** HubSpot, Salesforce, CMS/CRM, WordPress, HTML/CSS, Python, Google Tag Manager, Adobe Creative Cloud & Experience Cloud, BigQuery, AWS, GCP
- **Leadership:** Agile PM, \$5M+ Budgeting, Cross-functional Teams, Agency & Vendor Management

## PROFESSIONAL EXPERIENCE

### Pharmacy.ca

May 2024 – Oct 2024

#### Director of Digital Marketing | Toronto, ON

- Grew organic traffic +40%, improved domain authority +25%, and increased local search visibility +30% through SEO, content optimization, and technical improvements.
- Achieved 3x ROAS and 300% CTR lift across Google & Meta campaigns; reduced landing page bounce rate by ~50% via UX/UI and funnel optimization.
- Implemented GTM/GA tracking and HubSpot automation, enabling full-funnel analytics, remarketing, and lead-nurturing workflows.

### Doohickey Inc.

Jul 2017 – Feb 2025

#### Senior Digital Strategist | Toronto, ON

- Directed multi-channel marketing campaigns (SEO, PPC, email, social), increasing organic traffic 35% and domain authority 21%.
- Drove global GTM strategies in 40+ countries, improving engagement 32% & adoption 35%.
- Implemented lifecycle tracking via GA4, Adobe Analytics, and SQL, boosting retention 22%.
- Designed and optimized UX/UI for web and app products, improving conversions 15%.
- Led cross-functional design, development & marketing teams, accelerating launch cycles 30%.
- Leveraged AI analytics & CRM segmentation to optimize targeting, messaging, and campaigns.

### OnePlus

Jun 2015 – Jun 2017

#### Senior Marketing Manager, Global Brand | Shenzhen, China

- Led global launches of the OnePlus 2, X, and 3 in 42+ countries, including leveraging VR apps, partnerships, and pop-ups to increase market penetration 35% and first-month sales 27%.
- Directed partnerships with Razer, DJI, Hasselblad, Microsoft, Uber, and top influencers, boosting product visibility 21%, ecosystem engagement 38%, and YoY brand awareness 12%.
- Organized global VR and pop-up campaigns reaching 40M+ video views and 1.8M pre-orders.
- Drove regional market expansion with O2, Elisa, 3 Denmark, generating 35% sales growth.
- Managed cross-functional marketing, product & web launch teams, improving efficiency 20%.
- Boosted community engagement via social activations and events, increasing participation 30%.
- Partnered with Pebble, dBrand, Colette, and Tile, lifting visibility 37% and press coverage 25%.

**Multi-Media Publications Inc.** Jun 2013 – May 2015

**Marketing Manager** | Oshawa, ON

- Led 31+ product launches with full promotional plans, increasing conversions 30% and sales 15%.
- Boosted social presence 40% & led webinars/events for 200+ attendees, 90% positive feedback.
- Managed contracts with CIBC, CMPA, IBM, SilverBlaze, and PMI, boosting retention 20%.
- Partnered with universities (Canada, US, UK) for PM certifications, boosting enrollment 34%.
- Acquired new business contracts totaling \$120K through events, networking, and tender services.

**Project Management Association of Canada** Jun 2012 – Jun 2013

**Marketing Specialist** | Toronto, ON

- Grew LinkedIn & Twitter audiences 45% in 14 months and boosted newsletter engagement 23%.
- Created targeted email marketing campaigns to potential clients, improving lead generation and brand visibility.

**Royal Bank of Canada (RBC)** Apr 2011 – Nov 2011

**Co-op / Client Service Rep / Account Manager** | Peterborough, ON

- Delivered client service and financial transactions efficiently while identifying upsell opportunities.
- Supported performance metrics and improved client satisfaction.

## EDUCATION

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**Durham College** Jan 2025 – Aug 2025

- Graduate Certificate in Artificial Intelligence Analysis, Design, and Implementation (Applied analytics, experimentation, and predictive modeling for marketing and business decisions)

**Trent University** Sep 2007 – Apr 2012

- Honours Bachelor of Business Administration (Obtained a Minor in Information Systems)

## CERTIFICATIONS

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**Project Management Association of Canada** Sep 2012 - Oct 2012

- Certified Agile Project Manager (Cert.APM)