

# AGILAN SIVAKUMARAN

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## SUMMARY

Analytical Business Automation & Systems Strategist with 10+ years optimizing workflows, CRM systems, and data-driven operations across 40+ markets. Combines analytics, automation, and scripting (Python/SQL) to design and implement scalable solutions that streamline processes, improve data visibility, and support real-time decision-making across business functions.

## SKILLS

- **Product & Business:** Product analytics, stakeholder collaboration, lifecycle analysis, process mapping & workflow optimization, agile project management
- **Analytics & Data:** SQL, Python, GA4, Tableau, A/B testing, KPI tracking, data pipelines, process automation, JavaScript
- **Tools:** HubSpot, Salesforce, Jira, Lucidchart, BigQuery, AWS, GCP, Excel, CMS, CRM systems
- **Leadership:** Cross-functional collaboration, data strategy, digital product optimization

## PROFESSIONAL EXPERIENCE

**St. Michael's Hospital (University of Toronto, CAMH)** **Oct 2025 – Jan 2026**

**AI Researcher (Volunteer)** | Toronto, ON

- Contributed to an AI research initiative focused on identifying Major Depressive Episode (MDE) risk using population-scale survey data, supporting screening and decision-making use cases.
- Helped define evaluation criteria and tradeoffs (e.g., recall vs. false negatives) to align model performance with real-world screening needs.
- Developed reproducible data workflows and documentation for data processing and analysis to support collaboration, tracking, and handoff across technical and non-technical stakeholders.
- Synthesized analysis and communicated findings to multidisciplinary teams to inform clinical and research decisions.

**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.
- Analyzed end-to-end workflows (As-Is/To-Be), identified inefficiencies, and recommended automation and system improvements.

- Developed KPI dashboards to analyze performance and inform data-driven decisions.

### **Doohickey Inc.**

**Jul 2017 – Feb 2025**

#### **Senior Digital Strategist** | Toronto, ON

- Implemented lifecycle tracking via GA4, Adobe Analytics, and SQL, boosting retention 22%.
- Drove global GTM strategies in 40+ countries, improving engagement 32% & adoption 35%.
- 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.
- Directed multi-channel marketing campaigns (SEO, PPC, email, social), increasing organic traffic 35% and domain authority 21%.
- Analyzed operational workflows and implemented Python/SQL automation to improve efficiency and data reliability.

### **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.

## **EDUCATION & CERTIFICATIONS**

### **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)

### **Project Management Association of Canada**

**Sep 2012 - Oct 2012**

- Certified Agile Project Manager (Cert.APM)