

ANJU MARIYA MATHEW

Digital Marketing | Performance Marketing | SEO | E-Commerce

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PROFESSIONAL SUMMARY

Digital marketing professional with 7+ years of B2C and B2B experience across performance marketing, paid media, SEO, social media, e-commerce, content, lead generation and marketing analytics. Plans and executes campaigns across Google Ads, Meta Ads, LinkedIn Ads, TikTok Ads and Amazon Ads, with hands-on ownership of the digital marketing budget for five consumer nutrition and wellness brands. Experienced in Shopify and Amazon marketplace optimization, influencer and UGC collaborations, CRM coordination and performance reporting, combining hands-on execution with a measurement-focused approach to targeting, acquisition and conversion.

CORE SKILLS

Performance Marketing & Paid Media: Google Ads | Meta Ads | LinkedIn Ads | TikTok Ads | Amazon Ads | Google Shopping & Merchant Center | Meta Dynamic Product Ads | Campaign Planning | Audience Targeting | A/B Testing | Budget Management | Campaign Optimization

SEO & Content: Keyword Research | SEMrush | On-Page SEO | GEO / AEO | Content Planning | Copywriting | Blog Articles | Content Calendars | Landing Pages | Image Alt Text

Social Media & Brand: Instagram | Facebook | LinkedIn | Pinterest | X (Twitter) | TikTok | YouTube | Influencer & UGC Collaborations | Creative Coordination | Hootsuite | Sprout Social | Meta Business Suite | Metricool

E-Commerce & Marketplace: Shopify | WooCommerce | Amazon Seller Central | Amazon A+ Content | Listing Optimization | Promotions

Analytics & Measurement: GA4 | Google Search Console | Google Tag Manager | Looker Studio | Power BI | Tableau | Excel | SQL | KPI Reporting

CRM, Email & Workflow: HubSpot | Salesforce | Odoo CRM | Email Marketing (Mailchimp) | Push Notifications | Monday.com | ClickUp | Jira | Kanban | Scrum

Web & Productivity: WordPress | HTML (WordPress) | Wix | Canva | Adobe Express | CapCut (video editing) | Adobe Acrobat | Adobe Photoshop, Illustrator, InDesign (basic) | Microsoft Word, Excel, PowerPoint, Outlook, Teams, SharePoint | AI tools: ChatGPT, Claude, Gemini, Microsoft Copilot

PROFESSIONAL EXPERIENCE

MapleLife Nutrition

January 2023 – March 2026

Digital Marketing & Performance Marketing Specialist | Full-time

Brands: MapleLife Nutrition, Active Green Pro, KidzVita, All Mom's Choice, Dr Nutrition 360

- Drove digital and performance marketing for five consumer nutrition and wellness brands, connecting campaign execution to e-commerce sales and customer acquisition goals.
- Owned the digital marketing budget; planned, launched, monitored and optimized paid media across Google Ads, Meta Ads, TikTok Ads and Amazon Ads.
- Scaled high-performing influencer and creator content with paid budget to grow reach, website traffic and sales.
- Managed e-commerce marketing across Shopify and Amazon, including product promotion, listing optimization, Amazon A+ Content and digital merchandising.
- Planned and launched seasonal and promotional campaigns across all five brands throughout the year, including statutory holiday, Amazon Prime Day, Christmas and New Year campaigns, creating posters and promotional posts and verifying every scheduled post went live.
- Created social media, product-focused and UGC content, managed brand accounts including comments and DMs, and ran influencer collaborations end to end: outreach, negotiating rates and deliverables, briefs, draft reviews and product gifting.
- Built landing pages and website content in WordPress and Shopify; executed email (Mailchimp) and push notification campaigns, running A/B tests on emails and ads to improve results.
- Applied SEO, GEO and AEO best practices to website and product content to improve organic and AI-search discovery.
- Tracked digital performance in Google Analytics (GA4), Google Tag Manager and Looker Studio to inform campaign improvements.

- Collaborated with the customer service team to resolve customer inquiries and complaints, including replacements and refunds.
- Supervised and coached employees and interns, assigning work, setting deadlines and improving on-time delivery.
- Answered customer phone calls and emails about products, explaining ingredients, functions and product details based on each customer's questions.

Nutralab Canada

January 2023 – July 2025

B2B Digital Marketing & Lead Generation Specialist | *Concurrent B2B assignment, parent company*

- Supported B2B digital marketing and lead generation for the parent-company business, focused on professional audiences and business enquiries.
- Planned and published LinkedIn content and supported LinkedIn Ads and other digital campaigns for B2B engagement and lead acquisition.
- Developed and coordinated marketing content aligned with campaign objectives, target audiences and business offerings.
- Worked with CRM and sales colleagues on lead handling and follow-up, aligning marketing activity with sales needs.
- Reviewed campaign and channel performance and contributed to marketing analytics and reporting to identify optimization opportunities.

MapleLife Nutrition

2021 – December 2022

Digital Marketing Specialist | *Part-time*

- Supported day-to-day digital marketing for consumer brands, including social media, content publishing and digital promotions.
- Assisted with paid advertising, e-commerce marketing, online product promotion and influencer coordination.

Big Frame Media | India

2017 – 2021

Digital Marketing Specialist | *Part-time, then full-time (2019–2021)*

- Delivered digital marketing for clients across study-abroad consultancy, beauty, construction and higher-education sectors.
- Served as the main point of contact for two clients, preparing and sending monthly performance reports.
- Led and guided a junior team member who looked after two client accounts.
- Worked on SEO, social media marketing, Google Ads, Meta/Facebook Ads, website updates and content development.
- Supported lead-generation campaigns, online promotions and email marketing based on client objectives.
- Optimized website pages and digital content to improve search visibility, engagement and enquiries, adapting messaging to each industry.

EDUCATION

Postgraduate Diploma in Digital Marketing

Lambton College, Toronto, ON

MBA, Business Administration – Marketing & Finance

EASA Institute of Engineering and Technology (Anna University), India

Bachelor of Computer Applications (BCA)

Mahatma Gandhi University, Kerala, India

PROFESSIONAL DEVELOPMENT & CERTIFICATIONS

- Six-month professional course: latest digital marketing trends, analytics (Excel, Tableau, Power BI) and project management (Scrum, Jira)
- Advanced Email Marketing – Simplilearn (2024) | Email Marketing Certification – Great Learning (2024)
- Fundamentals of Digital Marketing – Google Digital Garage (2023) | Leverage Stores for Brand Growth – Amazon (2023)

PORTFOLIO

abjmj9.wixsite.com/anjumariya – work samples: social media posts, videos and design work (Behance, Canva).

anjumariya.com – professional website and selected marketing work.

ADDITIONAL INFORMATION

Canadian Permanent Resident. Open to full-time, permanent roles: remote, hybrid or on-site in Toronto and the GTA.