

Hiral Jani, PMP

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Summary

PMP-certified Digital Marketing and Project Management professional with experience supporting digital campaigns, stakeholder engagement, project coordination, UX initiatives, KPI reporting, and cross-functional execution. Skilled in managing competing priorities, tracking project milestones, analyzing performance metrics, and supporting data-driven marketing and business initiatives. Strong background in customer experience, process improvement, and digital media strategy.

Education

Project Management Professional (PMP®) Project Management Institute (PMI)	October 2025 - January 2026
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Marketing Management (Postgraduate) - Digital Media George Brown College, Toronto	January 2025 - December 2025
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Bachelor of Engineering (B.E.) - Computer Engineering Narnarayan Shastri Institute of Technology,	June 2014 - July 2018
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Certifications

Google UX Design Specialization	December 2022
Google Ads Certification – Google Skillshop	March 2025

Skills

Digital Marketing & Project Delivery: Digital Marketing Campaign Coordination, Marketing Project Support, Content Planning & Coordination, Campaign Scheduling, Customer Journey Support, Stakeholder Coordination, Project Lifecycle Support (Initiation to Closure), Project Scheduling, Milestone Tracking, Dependency Management, Cross-Functional Project Execution, Marketing Operations Support, KPI Tracking, On-Time Delivery Tracking, Service Delivery Coordination, Customer Experience Enhancement, Resource Allocation Support, Operational Readiness Support, Implementation & Deployment Support, WordPress, Jira, Asana, Smartsheet, Trello, ClickUp, Gantt Charts, MS Teams, Zoom.

Project Controls & Governance: Project Documentation Management, Business Case Support, Requirements Gathering And Traceability, Governance Compliance, PMBOK-Aligned Practices, RAID Log Management, Risk Identification And Mitigation, Risk Management, Issue Tracking, Change Request Coordination, Quality Assurance Support, Vendor Coordination, Third-Party Deliverable Tracking, Confluence, Attention To Detail, Ethics

Performance Reporting & Process Improvement: KPI Tracking and Reporting, Campaign Performance Analysis, Marketing Metrics Reporting, Performance Dashboards (Excel), Data Analysis, Audience Insights, Conversion Tracking, Customer Experience Analysis, Marketing Performance Monitoring, Data-Driven Decision Making, Content Development, Process Mapping, Gap Analysis, Workflow Optimization, Continuous Improvement, Budget Tracking, Cost Estimation Support, Strategic Planning Support, Campaign Effectiveness Measurement, Critical Thinking, Problem-Solving.

Stakeholder & Team Coordination: Cross-functional communication, stakeholder engagement, meeting facilitation, executive reporting, action item tracking, escalation management, conflict resolution, change management, written and verbal communication, Microsoft Office Suite (PowerPoint, Excel, Outlook, SharePoint).

Methodologies & Systems: Agile (Sprint Coordination, Backlog Tracking), Scrum, Kanban, Waterfall, Hybrid Project Management, SDLC Support, UAT Coordination, Incident & Change Coordination, CRM Systems, ERP Systems. AI-Assisted Documentation & Reporting (ChatGPT, Microsoft Copilot)

Relevant Marketing & Digital Experience

Digital Marketing Intern

September 2025 – December 2025

Epiq Marketing Agency, Brampton, ON

- Assisted in planning and executing digital marketing campaigns across social media and digital channels.
- Supported content creation, content scheduling, and audience engagement initiatives.
- Conducted market research and competitor analysis to identify trends and opportunities.
- Monitored campaign performance metrics and prepared reports to support optimization efforts.
- Collaborated with cross-functional teams to align marketing activities with business objectives.
- Supported content planning, digital media strategy, and marketing project coordination activities.

Product UI/UX Designer

March 2024 – June 2024

Vosyn, Brampton, ON

- Created user-centered wireframes, prototypes, and interface designs for digital products.
- Collaborated with cross-functional stakeholders to improve user experience and product usability.
- Conducted user research and incorporated feedback into design improvements.
- Supported customer journey mapping and user experience optimization initiatives.
- Worked closely with product and business teams to align design solutions with organizational goals.

UI/UX Designer

June 2023 – March 2024

Clikin Tech, Brampton, ON

- Designed intuitive user interfaces and user experiences for web and mobile applications.
- Developed wireframes, mockups, and prototypes based on user and business requirements.
- Collaborated with stakeholders to improve usability, accessibility, and customer engagement.
- Participated in user testing activities and translated findings into actionable improvements.
- Supported digital product enhancement initiatives through user-focused design practices.

Experience

Service Delivery Manager (PBS/HBS Certified)

May 2024 – Current

Toronto Pearson Airport (GardaWorld), Mississauga, ON

- Supported cross-functional service delivery operations and stakeholder coordination in a high-volume environment.
- Monitored KPIs and operational metrics to drive performance improvements and informed decision-making.
- Acted as an escalation point for operational issues, ensuring timely resolution and service continuity.
- Supported process improvement initiatives through workflow optimization and compliance management.

Technical Project Coordinator

May 2023 – November 2023

Rogers Canada, Mississauga, ON

- Supported customer-facing service delivery and issue resolution using CRM and Jira platforms.
- Coordinated project activities, milestone tracking, and stakeholder communications across multiple requests.
- Monitored performance metrics and customer satisfaction indicators to support service improvements.
- Contributed to Agile workflows, process improvements, and change management initiatives.

Project Coordinator / Senior iOS Technical Advisor

July 2022 - February 2023

KellyConnect, Mississauga, ON

- Coordinated issue resolution and escalation management to support customer satisfaction and service delivery.
- Supported KPI reporting, quality assurance, and continuous improvement initiatives.
- Collaborated with cross-functional teams to enhance customer experience and operational processes.

Operations Manager / Project Coordination Lead

March 2019 - July 2022

Dairy Queen, Hinton, AB

- Managed operations and cross-functional teams in a high-volume customer-facing environment.
- Increased sales by approximately 20% through KPI monitoring, customer insights, and performance improvement initiatives.
- Supported planning and execution of promotional campaigns and operational initiatives.
- Managed customer experience, budgets, and process improvement activities to support business objectives.
- Monitored KPIs, budgets, and operational performance, supporting data-driven decision-making.
- Handled customer escalations and ensured high-quality service and retention.
- Supported process improvements, workflow optimization, and standardization of operations.