

Juhi Sawhney Bhardwaj

MARKETING CAMPAIGNS, CUSTOMER ACQUISITION AND RETENTION

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Hands-on marketing leader with three years of Canadian automotive experience and earlier international work in brand marketing, events and entrepreneurship. Led campaigns across five dealerships, connecting local business priorities with paid media, customer communications, websites and events. Brings budget management, campaign analysis, agency coordination and team leadership to marketing management roles.

SELECTED RESULTS

5

dealerships across three
automotive brands

20-25%

lower blended cost per lead
through campaign analysis

20%

increase in email-driven
service appointments

PROFESSIONAL EXPERIENCE

Director of Marketing

Queensway Automotive Group, Mississauga | Dec 2024 - Apr 2026

- Directed paid media, email, website, SEO and social campaigns for five Mazda, Mitsubishi and Volkswagen dealerships.
- Coordinated two internal team members and 10-14 specialist partners through briefs, production, approvals and performance reviews.
- Worked with ownership, General Managers and sales and service leaders to adapt campaigns locally and maintain consistent brand standards.
- Managed budgets, forecasts and media allocation; used campaign and conversion reporting to reduce blended cost per lead by approximately 20-25%.
- Managed lifecycle communications across approximately 50,000 contacts, with segmentation for service reminders, reactivation, events and loyalty.
- Coordinated model launches, seasonal campaigns and dealership events with local teams, OEM representatives and external partners.

Marketing Manager

Erin Mills Mazda, Mississauga | Apr 2023 - Nov 2024

- Owned dealership marketing for vehicle sales and service, managing more than \$150,000 in combined annual dealer advertising and Mazda co-op investment.
- Delivered paid search and social, website, SEO, email and CRM campaigns, and coordinated local content, reporting and events.

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EARLIER EXPERIENCE

Senior Marketing Manager / Marketing Manager

Himalaya Agencies, Kanpur, India / Remote | Nov 2017 - Sep 2022

- Led marketing and client-acquisition programs for distributor and in-house pharmaceutical and consumer-goods portfolios; developed promotional campaigns using market and competitor research.
- Managed four team members and five medical representatives throughout November 2017-September 2022, setting campaign priorities and supporting distributor relationships, trade shows, industry conferences and health camps.

Founder

House of Saar and The Little Nest, Mumbai | Jan 2016 - Jul 2017

- Built two clothing and home-decor brands across positioning, product development, sourcing, marketing, budgeting and customer experience. Managed supplier relationships, social media and exhibition activity.

Assistant Brand Manager

Grazia / Worldwide Media, The Times of India Group, Mumbai | Oct 2014 - Nov 2015

- Supported brand campaigns, influencer and PR relationships, and major events, including the Grazia cover launch and Cover Girl Hunt; coordinated venues, vendors, catering and event logistics.

International Marketing Executive

Steamline Industries Ltd, Mumbai | Jun 2013 - Jan 2014

- Supported international B2B client relationships and trade-show execution in Germany and Thailand, working with the Head of Export on customer and vendor coordination.

EDUCATION

MSc International Marketing

Newcastle University, United Kingdom

Bachelor of Business Administration

Sai Group of Institutions, India

MARKETING PRACTICE

Integrated campaigns / Customer acquisition / CRM and email retention / Brand consistency / Local events / Multi-location coordination / Creative briefs and approvals / Budgets and performance reporting

TOOLS

Google Ads • Meta Ads Manager • GA4 • WordPress • Mailchimp • Constant Contact • Canva • Microsoft 365