

Vipul Sharma

AI automation | Product delivery, operations and growth

Toronto, ON | +1 519-781-3120 | vipulsharma1219@gmail.com
linkedin.com/in/vipulsharma19 | vipulsharma.co

PROFESSIONAL SUMMARY

Business-focused builder combining digital marketing, operations and hands-on AI workflow development. Turns business needs into requirements, practical tools and customer journeys, owning work from prioritization and vendor coordination through testing and rollout. Experience spans Canadian market launches, online booking, commerce workflows and AI-assisted product development, with confirmed growth and efficiency results.

SKILLS

AI workflow design; product requirements and prioritization; stakeholder and vendor coordination; project delivery; SEO and paid campaigns; marketing analytics; Python and LLM APIs; SQL/PostgreSQL; n8n and Make; Jira and Confluence; HubSpot and Salesforce; Shopify, WooCommerce and WordPress.

PROFESSIONAL EXPERIENCE

Shelizaan Inc.

AI Systems & Digital Marketing Manager

Aug 2022 - Present | Toronto, ON

- Lead digital strategy and marketing operations across B2B and B2C brands, connecting business priorities with campaigns, reporting and AI-assisted workflows.
- Saved 15+ hours of manual work weekly across AI/automation workflows. Adapted advertising, cost-per-lead and landing-page analysis tools for personal and team use.
- Led Canadian market launches from research and positioning through campaign execution; first-year sales exceeded targets by 25% across multiple product lines.
- Made content production 60% faster with AI-assisted blog, image and lead-magnet workflows, adapting existing tools and prompts and adding automated output checks.
- Grew website traffic by 80% in six months through content architecture changes and targeted paid campaigns.

Just Kiddin' Indoor Playground & Parties

AI Automation & Digital Marketing Consultant

Jan 2024 - Feb 2026 | Toronto, ON | Fractional consulting

- Led online booking implementation, including requirements, vendor selection, build oversight and launch; connected customer follow-up and email workflows to the booking journey.
- Delivered 50% organic traffic growth and a 40% increase in customer engagement in the first year through SEO and campaign strategy.
- Designed AI-segmented email campaigns with automated sequences and personalized offers, improving retention by 30%.
- Made content production 60% faster with AI-assisted content, image and video workflows; used Instagram and advertising analysis tools to support campaign decisions.

PROFESSIONAL EXPERIENCE (CONTINUED)

ZURU Tech India / ZURU Edge

Project Associate

Mar 2021 - Oct 2021 | Ahmedabad, India

- Worked across both sister companies; coordinated Edge's influencer outreach, content approvals and launch schedules, maintained partner data and reported campaign performance.

Advertoons Media

Digital Marketing Specialist

Sep 2020 - Feb 2021 | Ahmedabad, India

- Managed client SEO, paid search and social campaigns, led performance reviews and maintained WordPress websites and audience follow-up programs.

Hungrito / Netsavvies Media Co.

Community Lead / Community & Event Marketing Lead

Jan 2019 - Aug 2020 | Ahmedabad, India

- Led planning and delivery of 3 Hungrito Food Fest editions, coordinating vendors, sponsors, logistics and marketing across the sister companies. One edition drew 50,000 attendees on a \$150K USD budget.

SELECTED PROJECTS

Commerce Ops

Vex and Wren commerce workflows

- Configured complementary WooCommerce workflows for product research, catalogue enrichment, SEO and store monitoring. Structured Wren's publishing workflow around explicit approval before updates.

Ovyn

Health information prototype

- Led product design and AI-assisted development of a report-to-explanation workflow: document extraction, user correction, evidence-linked explanations and questions for a clinician.
- Defined dual OCR and vision checks and progressive onboarding. Added consent controls, rule-based output restrictions and English/Hindi support.

AriaLab

Strategy research and paper simulation

- Developed a Python research workflow with AI coding assistance to test strategy ideas, record evidence and assess readiness for paper trading.
- Added data-coverage checks, execution-timing rules, cost modeling and reproducible run records; used tests and dependency locks to control changes to paper-trading behavior.

EDUCATION AND PROFESSIONAL DEVELOPMENT

Post Graduate Diploma in Project Management | Conestoga College | 2022

B.Tech, Electronics & Communication Engineering | Gujarat Technological University | 2020

PMP preparation | Target November 2026