

Buvaneshwaran Elumalai

Business Development & Partnerships | Student Loyalty & Growth Platforms

Business development and growth professional with hands on experience building student facing loyalty and marketplace platforms through partnerships, go-to-market execution and data driven growth systems. Strong background in vendor acquisition, CRM workflows, market intelligence and Gen-Z engagement , with experience across early stage and scaling environments.

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 Toronto, Canada

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WORK EXPERIENCE

Business Development & Partnerships (Growth Operations)

ThinkUni Private Limited (Remote)

01/2025 - Present  *Toronto, ON*
A Indian based digital startup connecting students with local businesses through curated deals, campus campaigns, and brand activations.

Achievements/Tasks

- Supported fundraising initiatives through GTM documentation, traction dashboards, **TAM/SAM/SOM validation, and revenue projections** , contributing to a **\$300K fundraising round**
- Conducted market intelligence including student personas, demand mapping, pricing insights, and competitive benchmarking against Thrillh, UNiDAYS, StudentBeans
- Designed CRM workflows, onboarding playbooks, referral loops, ambassador programs, and community funnels to improve trial adoption across Tier 1 & Tier 2 colleges

Founder & Host

Broke But Abroad Podcast

11/2025 - Present  *Toronto, Canada*
(Gen-Z Media & Insight Platform)

Key Contributions

- Founded and scaled a Gen-Z community and content platform as a full-funnel growth and audience intelligence initiative. Built a multi-platform distribution and SEO strategy.
- Achieved **2 M+ total views and 1.09M+ unique accounts in ~90 days** , with **97.5% reach from non-followers** , indicating strong organic discovery
- Applied Gen-Z audience analytics (retention curves, engagement cohorts, demographic segmentation, scroll-stop metrics) to improve watch time and engagement.

Production Associate – Automotive Trim Assembly

General Motors Canada

10/2025 - Present  *Oshawa, ON*

Key Contributions

- Support high-volume vehicle production with focus on precision, safety, quality, and operational efficiency
- Collaborate within cross-functional teams, strengthening execution discipline and systems thinking in a scaled environment

Marketing Associate

Blacksheep Digital Media

08/2022 - 08/2023  *Chennai, India*

Key Contributions

- Executed multi-channel promotional campaigns for digital media and OTT platforms, increasing user acquisition and brand reach across southern India.
- Designed and deployed LED advertising during live sporting events, contributing to over **10,000+ new app subscribers and 100,000+ impressions**.
- Executed multi-channel promotional campaigns for digital media and OTT platforms, increasing user acquisition and brand reach across southern India.

SKILLS

Business Development & Partnerships

GTM Strategy

Vendor Acquisition & Lifecycle Management

CRM & Pipeline Design

Market Research & Competitive Intelligence

Growth Strategy

Go-to-Market Strategy

Strategic Planning

Problem Solving

Performance Analytics

Revenue Optimization

Financial & Operational Forecasting

EDUCATION

Master of Engineering in Engineering Management

University of Ontario Institute of Technology

09/2023 - 01/2025

GPA : 3.52, Canada

Bachelor of Engineering – Mechanical

Easwari Engineering College (Anna University)

07/2019 - 05/2023

CGPA : 8.23, India

PROJECTS

Campus Life — Canadian Student Lifestyle & Savings Platform
Founder-led strategy & GTM build (01/2025 - Present)

- Conducted **Canadian market intelligence** , including TAM/SAM/SOM sizing and competitive benchmarking (SPC, UNiDAYS, StudentBeans), Designed **Ontario-focused GTM framework** : ambassador system, referral loops, vendor tiering, and Durham → GTA rollout plan. Launched Broke But Abroad as a **community and insight engine** to support early GTM traction and student engagement

CERTIFICATES

Financial Accounting Foundations – Harvard Business (Online)
Conference/Issuer of the certificate

SAP Material Management – LinkedIn Learning
Conference/Issuer of the certificate

AI Agents Application Professional - Microsoft Certificate
Conference/Issuer of the certificate

Data Visualization with Power BI – Microsoft Certificate
Conference/Issuer of the certificate

Six Sigma Yellow Belt – Kennesaw State University
Conference/Issuer of the certificate