

# Sakshi Kaushal - Digital Marketing CV

## Professional Summary

Results-driven digital marketer with 4+ years of experience in managing brand growth, content creation, social media strategy, and client communications across multiple industries - including real estate, beauty, fashion, and architecture. Founder of Whizzpreneur, a creative startup helping small businesses build standout digital presence with bold strategy, content, and design. Bilingual in English and French.

## Professional Experience

Founder & Marketing Consultant - Whizzpreneur

Toronto/Vancouver | June 2024 - Present

- Founded a digital services studio offering custom branding, content, and web solutions.
- Developed strategies resulting in up to 45% boost in engagement.
- Led all creative projects including social media and websites.

Notable Clients: PNS Advisors, KeyOne Management, MyMix, Attireistic, Sunita Collections, Elon Design Corp.

Social Media Coordinator - PNS Financial Advisors

Burnaby, BC | Jan 2025 - Present

- Launched and managed digital presence across Instagram and LinkedIn.
- Designed logo, content strategy, and post templates.

CRM & Digital Marketing Specialist - Kaushal Sthapatya

Remote | Jan 2023 - Aug 2024

- Improved website visibility with SEO and blog content.
- Increased organic engagement by 20%.

Marketing Associate - Fastway Marketing / Aquilo Immigration / TAJ TOI

Canada | 2020 - 2023

- Executed marketing campaigns, event promotions, and digital ads.
- Specialized in engagement, brand voice, and reporting.

## Education

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Trent University, Canada

Post-Graduate Diploma in Marketing & Entrepreneurship

- Focused on startup strategy, consumer psychology, and business planning.

Delhi University, India

Bachelor of Science in Marketing

- Gained strong fundamentals in market research, branding, and digital platforms.

## **Core Skills**

Social Media Strategy, No-Code Web Design (Wix/Webflow), Content Writing, CRM Tools, Paid Ads & Analytics, Project Management, SEO, Hashtag Research, Bilingual Communication (English/French)

## **Certifications**

- Google Analytics Certified
- HubSpot Content Marketing
- Meta Social Media Strategy
- Adobe Illustrator & Canva