

Sakshi Sharma

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 Sakshi Sharma Portfolio- Desktop View.pdf

SUMMARY

Marketing professional with 3+ years of experience in social media management, content creation, and digital marketing. Skilled in driving brand visibility, engagement, and lead generation. Proficient in SEO, analytics, and content strategies. Strong communicator with a focus on delivering results in fast-paced environments.

SKILLS

Technical Skills: Hootsuite, Socialblade, Meta Business Suite, Google Analytics, Ads Management, Canva, Microsoft Office Suite (Excel, Word, PowerPoint), CRM Software, MS Office Suite, Marketo

Communication Skills: Written and Oral Communication, Client Relationship Management, Content Development, Email Management

Organizational Skills: Administrative Support, Calendar Management, Content Scheduling, Campaign Management

Analytical and Problem-Solving Skills: A/B Testing, Performance Reporting, Market Trend Analysis, Marketing Automation Platforms

EXPERIENCE

Alterna Savings and Credit Union

Jul 2023 – Present

Personal Banking Associate | Member Service Representative | Branch Marketing Delegate Toronto, CA

- Streamlining transactions and resolving issues within 24 hours, boosting efficiency and client confidence.
- Utilizing CRM and SaaS platforms to track 200+ client interactions weekly, maintaining accuracy.
- Performing administrative support to the wealth department for efficient task handling.
- Coordinating branch marketing efforts, aligning initiatives with branch goals and compliance as a **Branch Marketing Delegate**.

Ourr Home and Appliances

Mar 2023 – Sep 2023

Sales and Marketing Associate

Toronto, CA

- Led sales processes and engaged with over 50 clients daily in a B2C environment, enhancing customer satisfaction.
- Automated routine communications, saving time and enabling more strategic campaign planning.
- Increased monthly sales revenue by 20% through targeted marketing campaigns and strategic sales initiatives.
- Coordinated over 10+ promotional activities, boosting brand visibility and raising awareness.

FossBytes Media

Mar 2022 – Dec 2022

Marketing Coordinator | Social Media Intern

IN

- Revamped social media marketing strategy and content, achieving a 38% increase in page growth, a 20% rise in followers, and a 40% increase in website traffic through platforms like Facebook, Instagram, X, and Telegram.
- Developed and implemented strategic social media campaigns to enhance brand visibility and align with organizational objectives, using data-driven insights to improve performance and drive measurable results.
- Created and scheduled content calendars and progress reports, ensuring clear performance updates.
- Designed infographics and created content tailored for North American audiences, focusing on engaging visuals.
- Automated social media management with tools like Hootsuite and Buffer for scheduling and performance analysis, while conducting market research to refine strategies and align with business goals.

Freelance

Apr 2019 – Mar 2022

Digital Marketing Assistant

IN

- Executed proactive Instagram and Facebook outreach, converting prospects into clients effectively.
- Managed social media for 5 clients, achieving 75% follower increase in 6 months, showcasing content expertise.
- Expanded operations by outsourcing tasks and overseeing a remote team of 3 freelancers, resulting in a 20% increase in project output and consistently exceeding client expectations in quality and timeliness.
- Streamlined social media content scheduling processes, leading to a notable 20% increase in efficiency, enabling a more focused approach towards strategic campaign management and market trends.

The Chocolate Room

Sep 2020 – Aug 2021

Digital Marketing Consultant

IN

- Contributed to team growth by effectively recruiting new members and leading training sessions.
- Generated monthly social media performance reports, which showed 20% growth in engagement.
- Produced comprehensive communication reports by proficiently operating Microsoft Word and Excel.
- Proposed in tracking, verifying, and processing inventory budget expenditure invoices reduction of 20% in save/load time and 15% operation time.

EDUCATION

York University

Jan 2023 - May 2024

Postgraduate Certificate in **Human Resource Management and Business Administration**

Toronto, CA

Delhi School of Economics, Delhi University

Sep 2021 - Jul 2022

Postgraduate Diploma in **International Marketing**

New Delhi, IN

DAV University

Jul 2018 - Aug 2021

Bachelors in **Business Administration**

New Delhi, IN

PROJECTS

Postgraduate Certificate in **Business Administration**

Capstone Projects

Jan 2024 - Mar 2024

- **BizCafe Simulation:** Led a 4-member team in managing a coffee shop, focusing on marketing strategies, customer engagement, and brand development. Increased profitability through targeted promotional campaigns and effective market analysis.
- **Airline Simulation:** Directed a 5-member team in managing a regional airline, applying strategic decision-making in marketing, pricing, and customer retention in a competitive environment. Developed and executed marketing campaigns that enhanced brand awareness and customer loyalty.

CERTIFICATIONS

Certifications & Training: The Complete Digital Marketing Guide (Udemy), Ultimate Google Analytics (Udemy), Microsoft Excel - Excel from Beginner to Advanced (Udemy), Social Media Marketing MASTERY 2024 (Udemy)

VOLUNTEER

Humanity NGO

Apr 2021 - May 2021

Volunteer

Jalandhar, IN

- Coordinated volunteer operations as a reliable team member.
- Created, maintained, and supervised due-diligence files information in databases.
- Performed initial problem-solving within given rules/limits & escalates when required.
- Gained knowledge of company policies, protocols, and processes.