

DEEKSHA LAL

Toronto, ON | (942) 380-8300

Looking for a role applying 8+ years of experience across digital marketing, brand, content, CRM, and UX to improve how customers engage with products and services. I specialize in clear storytelling and user-focused problem solving, and I use audience insights to support stronger customer-facing decisions.

AREAS OF EXPERTISE & TOOLKIT

Product and Marketing Strategy

Product marketing, content strategy, messaging frameworks, go-to-market support, integrated campaigns, brand storytelling, multicultural and global communications

User Experience and Research

UX writing and design, user research, usability testing, accessibility and ADA compliance, wireframing, web content strategy, SEO

Data and Insights

Qualitative and quantitative research, surveys, observational studies, A/B testing, analytics and reporting, tools including Google Analytics, IBM SPSS, R, SAS, PowerBI, SAP BusinessObjects, Tableau

Tools and Platforms

JIRA, Asana, HubSpot, Mailchimp, Constant Contact, Confluence, Hootsuite, Sprout Social, SurveyMonkey, Meltwater, ClickUp, Smartsheet, Monday, Airtable, Slack, Teams, Wix, WordPress, Bluebeam, FileZilla

FEATURED EXPERIENCE

Sterling and Wilson - Assistant Project Manager | California, USA (2022 - 2025)

- Partnered with senior leadership, engineering, operations, and external vendors to define priorities, allocate resources, and manage timelines across large-scale infrastructure and digital initiatives supporting US operations valued at \$10M+.
- Led cross-functional planning, reporting, and execution workflows, improving on-time delivery by 29% and increasing stakeholder satisfaction scores by 22%.
- Built and implemented standardized project workflows, documentation, and communication guidelines, reducing turnaround times by 33% for small-scale projects and 26% for large-scale initiatives.
- Translated operational and performance data into clear project updates and executive-ready summaries, supporting faster decision making and alignment across teams.
- Supported research, budgeting, forecasting, and vendor coordination, contributing to cost efficiencies of approximately 12% year over year.

Lender Price - Technical Writer | California, USA (2020 - 2022)

- Led digital marketing and product content efforts including market research, social media strategy, graphic design, weekly content calendar management, email marketing, and development of the company's style guide, ensuring accessibility and ADA compliance across all customer-facing materials.
- Conducted user and market research to identify content gaps, usability issues, and customer pain points, influencing messaging strategy and product feature prioritization.
- Developed lifecycle email marketing campaigns that increased newsletter subscribers by 68%, improved clickthrough rates by 17%, and reduced unsubscribe rates by 21%.
- Collaborated closely with the CEO, product managers, analysts, designers, engineers, developers, and client-facing teams to identify friction points in client-facing software used by banking and lending professionals.
- Created UX design mock-ups and contributed to website wireframe updates informed by user feedback, analytics, and industry best practices, improving task completion rates by an estimated 24%.
- Spearheaded a UI/UX revamp proposal integrating social media-style data sharing into a B2B lending platform, enabling clients to visualize and share market rate data more effectively.
- Wrote, edited, and maintained comprehensive client-facing software documentation, improving onboarding efficiency and reducing customer support tickets by approximately 19%.

USC Office of International Services - Communications Editor | California, USA (2020 - 2022)

- Owned weekly email newsletters and digital communications for USC's international student community of 12,000+ students, partnering with multiple university departments and student organizations.
- Launched and managed the organization's first Instagram account, developing content strategy, posting cadence, and community engagement guidelines.
- Grew the account to over 1,000 followers 10 months through organic growth strategies, audience insights, and ongoing content testing.
- Developed and executed a web content and SEO strategy that increased weekly page views by 436% and improved average time on page by 31%.
- Monitored engagement, traffic, and performance metrics to continuously refine content, improve reach, and strengthen digital impact.
- Supported event planning, promotion, and post-event reporting to increase awareness and participation across student-facing initiatives.

USC Talent Acquisition - Marketing Associate | California, USA (2019)

- Created daily social content and managed recruitment campaigns targeting students, alumni, and veterans.
- Collaborated with ZipRecruiter on UX improvements to enhance the job discovery and application experience.
- Supported content testing and iteration to improve clarity, accessibility, and usability.

The Right Brain Studio - Research Assistant, Blue Cross Blue Shield | California, USA (2019)

- Conducted in-person and moderated focus groups with 400+ Medicare-qualified participants across four US cities, representing diverse age groups (65+ and 70+), income levels, ethnic backgrounds, and digital literacy levels.
- Designed and executed qualitative research protocols including discussion guides, consent flows, and observation frameworks to evaluate brand perception, trust, and service accessibility.
- Identified key breakdowns in customer experience related to automated systems, long wait times, and lack of human support, particularly for older and more vulnerable users.
- Analyzed how increased reliance on digital tools created usability and accessibility barriers, including visual strain, navigation challenges, and discomfort with mobile-first interfaces.
- Synthesized qualitative insights into clear narratives and actionable recommendations focused on human-centred service design, accessibility, and trust restoration.
- Presented findings to internal stakeholders, supporting experience design changes aimed at improving customer satisfaction and retention among older populations.

DVIO Digital - Client Services Associate | Dubai, UAE (2017 - 2018)

- Managed client relationships across seven accounts spanning retail, education, and home furnishings, including global brands such as Aldo, Birkenstock, and HomeBox.
- Planned and executed multilingual social media campaigns across Facebook and Instagram in English and Arabic, increasing average engagement rates by 34% and improving campaign reach across GCC markets.
- Partnered with regional influencers to extend campaign visibility and strengthen brand credibility, coordinating content guidelines, timelines, and performance tracking.
- Supported a national radio station launch campaign in collaboration with the UAE Ministry of Happiness, earning regional media coverage and positive brand sentiment.
- Designed and implemented a CRM strategy for HomeBox that reduced daily customer complaints by 63%, improved response times by 41%, and surfaced recurring customer pain points.
- Adapted messaging and creative strategy to ensure cultural relevance while maintaining consistent global brand standards across markets.

Weber Shandwick MENA - Corporate Consumer Associate | Dubai, UAE (2016 - 2017)

- Supported integrated communications and influencer campaigns for multinational clients including McDonald's, Jaguar-Land Rover, Johnson & Johnson, Siemens, Nespresso, GoPro, and American Girl.
- Wrote press releases, media kits, content calendars, and coverage reports, while managing influencer databases and conducting market and audience research.
- Increased influencer participation in Jaguar-Land Rover test drive campaigns by 25% through targeted outreach and campaign coordination.
- Created bilingual English and Arabic content for McDonald's campaigns addressing sourcing and trust concerns, contributing to improved brand sentiment, increased McChicken sales, and a renewed client contract.
- Contributed to the development of a high-visibility strategy deck for an indoor sports client presented to HRH Sheikh Mohammed, Ruler of Dubai. The client later won at the World Ski Awards.
- Gained hands-on experience navigating highly regulated, culturally sensitive, and high-stakes communications environments.

OTHER EXPERIENCE

Brand, Social, and Digital Marketing Projects | Global (2013 - present)

- Supported brand, social, and digital marketing work for Nike, Tommy Hilfiger, Festival de Cannes (Cannes Film Festival), UniFirst Corporation, Silk Threads, Redbird Group, and Hue across the US, Canada, France, and the UAE.
- Contributed to campaign execution, content development, and digital storytelling across social and web platforms.
- Worked with designers, marketers, and creative teams to maintain brand consistency while adapting messaging for different audiences, markets, and cultural contexts.
- Assisted with performance tracking and qualitative feedback analysis to refine content and improve audience engagement over time.

CERTIFICATIONS

Asana Workflow Specialist Certificate	2025
SQL for Data Science	2020
Google Analytics Certification	2019
Community Service Certification - Massachusetts	2016

EDUCATION

2018-2020 | University of Southern California, Annenberg School for Communication and Journalism

Master of Communication Management | 4.0

2012-2016 | Bentley University

Bachelor of Science in Creative Industries | 3.5