

DEEKSHA LAL

 Toronto, ON |  (942) 380-8300

I am seeking a role in consumer experience, digital strategy and analytics, or event management. I want to apply my 8+ years of experience in client relations, UX work, and web and social content development to strengthen how people 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.

FEATURED EXPERIENCE

Sterling and Wilson

Assistant Project Manager - California, USA | 2022 - 2025

- Worked with project teams and leadership to understand priorities, delegate workloads across teams, define team goals, and set project schedules to meet deadlines.
- Implemented workflow hierarchy and establish clear guidelines. This resulted in reduced turnaround times by 33% for small-scale projects, and by 26% for large-scale projects.
- Worked cross-functionally to scope large-scale construction projects across the US, including managing research, budgeting, and invoicing across teams and third-party vendors.

Lender Price

Technical Writer - California, USA | 2020 - 2022

- Led the company's digital marketing efforts which included market research, social media strategy, graphic design, weekly content calendar creation, email marketing, and drafting the company's style guide while ensuring ADA compliance.
- Developed email marketing campaigns that resulted in a 68% increase in newsletter subscribers and a 17% increase in clickthrough rates.
- Collaborated with the CEO and web design team to identify bottlenecks in client-facing software, and brainstormed solutions including UX design mock-ups, while also supporting updates to the website wireframes based on user feedback and evolving best practices.
- Spearheaded a UI/UX revamp proposal for Lender Price, integrating social media functionality into the B2B lending platform and enabling clients to seamlessly pull and share graphical market rate data on social media.
- Worked in close collaboration with product managers, analysts, front-end and back-end developers, operations managers, and client-facing teams to write software documentation for clients in the banking sector.

USC Office of International Services

Communications Editor - California, USA | 2018 - 2020

- Worked closely with USC's international student body and other university departments to create all-encompassing weekly newsletters and organize events for students, faculty, and alumni.
- Launched their first social media presence by creating and managing their Instagram page. Implemented organic growth strategies, which included community engagement and creating assets and content calendars, resulting in a following of over 1k in the first 10 months.
- Established a web content strategy in line with SEO best practices, which saw a 436% increase in weekly page views.

USC Talent Acquisition

Marketing Associate - California, USA | 2019

- Planned and developed daily creatives for social media, and maintained weekly social calendar on Airtable.
- Worked with ZipRecruiter on UX design to drive consistency for the USC veteran program experience for prospective and current students and alumni.

DVIO Digital

Client Services Associate - Dubai, UAE | 2017 - 2018

- Managed client relationships for seven accounts, ranging from education to home furnishings, including Aldo and Birkenstock.
- Conceptualized and executed social media campaigns on Facebook and Instagram in both English and Arabic.
- Collaborated with Arab influencers to promote campaigns and enhance customer engagement.
- Executed a radio station launch campaign with UAE Ministry of Happiness that was featured across regional publications.
- Deployed a community engagement strategy for home furnishings client HomeBox that resulted in improved customer satisfaction, with daily complaint rates dropping by 63%.

Weber Shandwick MENA

Corporate Consumer Associate - Dubai, UAE | 2016 - 2017

- Wrote press releases, created media kits, managed a database of social media influencers, developed content calendars, wrote coverage reports, and conducted market research and analysis for clients including McDonald's, Jaguar-Land Rover, Johnson & Johnson, Nespresso, Tetra Pak, GoPro, American Girl, Carefree, Siemens, and Women in Nuclear.
- Some of my key contributions include:
 - Increasing influencer test drives for Jaguar-Land Rover by 25% through effective campaign management.
 - Creating bilingual content (English and Arabic) for McDonald's client-facing and customer-facing campaigns. Our campaign strategy to counter rumors of unethically sourced meat resulted in increased sales of the McChicken sandwiches and prompted a contract renewal.
 - Preparing a strategy deck for an indoor sports client to present to HRH Sheikh Mohammed, Ruler of Dubai. The client subsequently won at the World Ski Awards the following year.

OTHER EXPERIENCE

Hue - Volunteer, Amplifying Voices of Color in Marketing	2021- present
Redbird Group - Freelance Digital Coordinator	2020
The Right Brain Studio - Freelance Market Strategist	2020
USC Wellbeing Collective - Freelance UX Consultant	2020
Silk Threads by Ruby Bhandari - Freelance Marketing and Social Media Consultant	2019
The Right Brain Studio - Research Assistant, Blue Cross Blue Shield	2019
UniFirst Corporation - Social Media Specialist	2016
Festival de Cannes - Advertising Representative at Lonely Seal Releasing	2015
UsTrendy, Inc. - Marketing Intern	2015
Tommy Hilfiger - Brand Management Intern, part of the TH at Dubai Vogue Team	2014
Nike - Marketing Strategy Intern	2013

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

CERTIFICATIONS

Bank of America Institute for Women's Entrepreneurship at Cornell	2025
Asana Workflow Specialist Certificate	2025
SQL for Data Science	2020
Google Analytics Certification	2019
Community Service Certification - Massachusetts	2016

AREAS OF EXPERTISE & TOOLKIT

- ✓ Content creation and strategy
- ✓ Project management
- ✓ Multicultural marketing and storytelling
- ✓ Social media marketing
- ✓ Market research and analytics
- ✓ Data analytics tools: IBM SPSS, R, SAS
- ✓ Marketing automation, CRM, & CMS tools: ClickUp, Constant Contact, Hootsuite, HubSpot, Mailchimp, Meltwater, Smartsheet, Sprout Social, Wix, WordPress
- ✓ Digital campaign management
- ✓ Integrated marketing
- ✓ UX design and web development
- ✓ Event planning and experiential marketing
- ✓ Copywriting
- ✓ Data exploration software: PowerBI, SAP BusinessObjects, Tableau
- ✓ Project management software: Airtable, Bluebeam, FileZilla, Jira, Monday, Slack, Teams