

Deeksha Sohal

Sohaldeeksha028@gmail.com | (604)-353-5187 | Vancouver, BC | [LinkedIn](#)

PROFESSIONAL SUMMARY

Digital marketing professional pursuing a Post-Baccalaureate Diploma in Digital Marketing. Skilled in campaign management, social media engagement, and content creation. Strong leadership with expertise in project management, analytics, and customer service. Proficient in Adobe Creative Cloud, MS Office Suite, and SQL. Active Lions Clubs International volunteer since 2016.

CORE SKILLS

Digital Marketing & Advertising	Social Media & Content Strategy	Marketing Research & Analytics
Project & Campaign Management	Customer Service & Team Leadership	Data analysis

WORK EXPERIENCE

Marketing & Production Coordinator Intern

Douglas College, New Westminster, BC

Jan 2025 – Apr 2025

- Assisted in developing a content calendar, scheduling guests, and drafting episode materials to streamline podcast production.
- Created and managed social media campaigns, monitored analytics, and engaged with listeners to enhance audience growth.

Lead Host

Tap & Barrel Restaurant, Vancouver, BC

Apr 2024 – Present

- Focusing on delivering customer service and asking appropriate questions to customers, I ensure satisfaction.
- Showcasing strong leadership skills and ability to communicate effectively and collaborate with cross-functional teams in dynamic environments.

Manager

Chickpea Restaurant, Vancouver, BC

Oct 2023 – Mar 2024

- Managed daily operations, staff coordination, and customer service.
- Oversaw budgeting and marketing strategies.

Marketing Assistant

Surjan Singh & Company, Punjab, India

Apr 2024 – Present

- Assisted in executing marketing campaigns, managing social media, and creating promotional content to enhance brand visibility.
 - Conducted market research, analysed campaign performance, and coordinated with teams to optimize marketing strategies.
-

EDUCATION

Post-Baccalaureate Diploma in Digital Marketing

Douglas College, New Westminster, BC

Expected Apr 2026

- Worked as Project manager for a Digital Analytics project where the client saw an evident increase in social media following, impressions, and engagement.
- Worked on various Digital marketing projects, which yielded profit and increased engagement.

Post-Graduation Diploma in Computer Applications

Khalsa College for Women, Punjab, India

June 2023

BBA (Marketing Major)

Khalsa College for Women, Punjab, India

June 2022

Understanding Consumer Behaviour, marketing concepts and Connecting with the consumers.

VOLUNTEER EXPERIENCE

Lions Clubs International

Active Since 2016

Led community outreach programs, organized healthcare and relief initiatives.