

# Kaavya Shah

+437-566-5921 · kaavyashah21@gmail.com · [LinkedIn](#)

Toronto, ON

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## SUMMARY

Award-winning advertising professional with 5 years of experience in copywriting, campaign management, and client collaboration. Proven ability to manage cross-functional teams, deliver projects on time, and craft compelling content that drives brand engagement. Adept at understanding client needs, staying ahead of industry trends, and executing creative solutions. Currently pursuing formal training in Advertising Account Management to further enhance skills in client relations and strategic planning.

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## KEY COMPETENCIES

Client Collaboration

Copywriting

Problem Solving

Project Management

SEO

Communication

Social Media Management

Digital Marketing

Tools: Office 365, InDesign

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## WORK EXPERIENCE

### ProServeIT

Toronto, ON

#### Part-time Marketing Assistant

Mar 2024 - Present

- Managed website updates and created a new section, improving user engagement, lead generation and navigation.
- Authored SEO-optimized blogs, with several ranking in the top 10 Google search results, driving organic traffic.
- Conceptualized, produced and edited the “Who We Are” company video, enhancing brand storytelling.
- Conducted cold outreach campaigns to generate leads, supporting the team’s sales pipeline growth.

### Talented Agency

Bengaluru, India

#### Creative

Aug 2022 - Jun 2023

- Collaborated with clients and internal teams to develop and execute 360-degree campaigns & pitches for brands like Cleartrip, and IKEA.
- Managed end-to-end project execution, ensuring alignment with client objectives and timelines.
- Conceptualized, created and wrote a brand book for an emerging female grooming brand.
- Key Achievement: Created an award-winning campaign for Cleartrip, with the rest of my creative team, resulting in a Silver Lion at Cannes 2023 and 6 Blue Elephants at Kyoorius Creative Awards 2023.

### Dentsu Webchutney

Mumbai, India

#### Copy Supervisor

Dec 2020 - Aug 2022

- Managed digital and social media campaigns for global brands like YouTube, Spotify, Tinder, and IKEA, driving engagement through topical moments and trends.
- Worked closely with cross-functional teams (creative, strategy, production) to deliver campaigns on time and within budget.
- Executed social activations on Instagram and X (Twitter), including the highly successful Spotify Wrapped 2021 campaign.
- Key Achievement: Increased brand engagement and follower count by leveraging real-time trends and data-driven insights.

**Publicis Communications**

Mumbai, India

**Junior Copywriter**

Apr 2019 - Dec 2020

- Worked on Garnier's creative portfolio, including TV spots, digital content, and original jingles, contributing to brand growth and recognition.
- Collaborated with internal teams to ensure seamless execution of campaigns across multiple platforms.
- Played a key role in winning pitches for NBA and ZEE5, showcasing strong presentation and strategic thinking.

**McCann Worldgroup**

Mumbai, India

**Creative Trainee**

Aug 2018 - Apr 2019

- Researched and wrote for beauty brands like L'Oréal Paris and Maybelline, gaining deep insights into consumer behavior and industry trends.
- Developed an outdoor campaign and 5 digital films for Asian Paints, demonstrating versatility in creative execution.

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**EDUCATION****Post Graduate Advertising Account Management Certification**

Toronto, ON

Humber Polytechnic

Present

Gaining foundational skills in account management, client relations, project management, and strategic planning in the advertising industry.

**Post Graduate Marketing Management Certification**

Toronto, ON

Seneca Polytechnic

2024

Developed expertise in digital marketing, SEO, consumer behavior, and data-driven decision-making.

**Bachelor of Business Administration**

Pune, India

FLAME University

2015 - 2018

Learned the fundamentals of advertising with a focus on marketing and communications.

Dean's Roll of Honour

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**AWARDS & NOMINATIONS****Cannes Lion**

2023

*Silver (Media)*

Campaign: Or Travel On Cleartrip

Client: Cleartrip

**Kyoorius Creative Awards**

2023

*6 Blue Elephants*

Campaign: Or Travel On Cleartrip

Client: Cleartrip

**Spikes Asia**

2022

*2 Shortlists (Direct)*

Campaign: Axe Your Ex

Client: Tinder

**Kyoorius Creative Awards**

2021

*2 Blue Elephants*

Campaign: Axe Your Ex

Client: Tinder