Vanshika Gautam

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Toronto, ON

Education

University of Waterloo
Bachelor of Global Business & Digital Arts
Grad: June 2025

Skills

Short-form video production, video scripting, hook development, on-camera presentation, trend research, social media strategy, content planning, performance analysis, content iteration

Tools

CapCut Pro, Adobe Creative Suite (Premiere Pro, After Effects), Final Cut Pro, Figma, Canva, StackAdapt, Meta Business Suite, Planoly, Notion, Gen-AI Tools

Thru Luvi's Lens

11/25 - Present
Toronto, ON

Creative Director & Social Media Manager (Freelance)

- Managed social media and content creation for 10+ businesses, including Modo Yoga Brampton, Modo Yoga Waterloo West, NACE, Lashing Out by Laiba, and more, adapting content to each brand's voice and audience.
- Helped grow Modo Yoga Brampton's Instagram following from approximately 1,000 to 3,000, representing 200% growth, through consistent content and community-focused campaigns.
- Developed and executed 5 marketing campaigns, using Meta Ads Manager to target relevant audiences and support brand awareness and conversions.
- Planned and captured content through monthly shoots, building content calendars around client goals, upcoming events, and promotional campaigns.
- Independently scripted, filmed, and edited short-form videos, using opening hooks, captions, trending audio, and platform-specific pacing to engage audiences.

Youtube

01/25 - Present

Content Creator/Youtuber

- Independently plan, script, film, and edit lifestyle and behind-the-scenes videos for Instagram and YouTube.
- Grew a new Instagram account from 0 to 400+ followers in two weeks through original short-form videos and consistent publishing.
- Present on camera and record voice overs, developing recurring content series with clear hooks and personal storytelling.
- Review views, watch time, saves, and audience responses to refine video concepts and editing.

WAT.ai

05/24 - 03/25
Waterloo, ON

Marketing Manager

- Led marketing for 3 AI projects and events, translating technical concepts into accessible social content for Waterloo's student community.
- Grew WAT.ai's Instagram following from 100 to 1,900 in four months, adding 1,800 followers through consistent publishing and accessible AI storytelling.
- Developed promotional campaigns that generated 25+ applicants for each term.
- Created 12 posts/month, achieving 50k views/month, and increasing visibility of student-led AI projects.
- Built content calendars and coordinated with 5 project teams to publish timely project updates, event promotions, and recruitment content.

Waterloo.AI

05/24 - 12/24
Waterloo, ON

AI Design Intern

- Managed social media content to increase visibility of Waterloo.AI's research and initiatives, translating technical AI topics into accessible posts.
- Edited 10+ podcast episodes, refining pacing and audio to communicate research insights clearly and keep listeners engaged.
- Created AI-generated presenter videos using Synthesia, turning scripts into educational content for professors.
- Supported content production across social media, podcasts, and video, adapting information to each format and audience.