

Aakash Sanghvi

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Work Experience

Katzie Development Corporation, Langley, B.C. | Interim General Manager (*end of contract*) Jan 2025 – Aug 2025

- Managed projects over **\$5 million** – liaising with First Nations, Archaeology Branch, municipalities, general contractors, and clients, and managing contracts, scheduling, approving invoices, and permitting
- Led a team of 7 team members (Archaeology/Field tech. – 4, Marketing and Project Coordination – 2, Operations – 1)
- Created reports for the CEO and the board members (plans, revenue projections, quarterly performance)
- Undertook process redesign, introducing **Asana** as a project management tool, and a **new POS** system for the tourism business – online reservations and payments

Katzie Development Corporation, Langley, B.C. | Business Development Manager Sep 2024 – Jan 2025

- Conducted research, competitive analysis, and stakeholder consultations to identify key growth opportunities.
- Delivered impactful presentations detailing market gaps, opportunities, timelines, and funding strategies to the board.

Achievements:

- Secured a **\$7,500** grant from the Province of BC to initiate a needs assessment for hydroponics/greenhouse projects.
- Applied for Canada Summer Jobs, projected to fund approximately **\$20,000 in wages** for Xwum employees in 2025.

KEDC (K'awat'si), Port Hardy, B.C. | Marketing Coordinator (*laid off due to Shortage of Work*) Feb 2024 – Aug 2024

- Handled social media for four business lines: Instagram, Facebook, and LinkedIn.
- Ran digital ad campaigns with high budgets (confidential) annually.
- Optimized SEO by implementing best practices.
- Implemented new website designs, improving user experience and accessibility.

Tools used: WordPress Elementor, Meta Ads, Google Ads, Google Analytics, Canva, Figma

University Canada West, Vancouver, B.C. | Marketing Coach Jan. 2023 – March 2025

- Coached **400+ students** in Marketing Management, Digital Marketing, and e-commerce subjects on key concepts such as Technical SEO, SEM, Social Media Marketing, Web Design – WordPress and Shopify
- Designed and developed internal communication and website pages
- Tools used: Figma, Canva, HTML, CSS, JavaScript, McGraw-Hill Connect, MS-Teams

ESPI Visa Consultants Pvt. Ltd., India (c/o MCC) | Business Development Manager Apr. 2020 – Dec. 2021

- Counselled **1000+ students** for IELTS and PTE tests, achieved **300+ student visas** for USA, Canada, and UK institutions.
- Designed digital campaigns on Meta and Google, leading to 3X engagement and over **20,000 leads**.
- Led a **24-member team** to develop a **SaaS Learning Management System** and a **200+ video lesson library**.
- Generated business by onboarding **18 B2B partners**, enrolling **5000+ students** on IELTS portal.

M Square Media (MSM) Canada | Marketing Manager Oct. 2018 – Mar. 2020

- B2B Network Development: Represented top North American colleges in India; built and managed a network of **800+ educational agents**, enhancing student recruitment pipelines through strong partnerships.
- Student Engagement: Led over **100 student recruitment spot evaluations** across India; counselled **700+ students**, guiding their educational and career aspirations through 100s of student recruitment agencies.
- Media Planning and Execution: Developed strategic media plans; coordinated and executed **60+ seminars**, leveraging multimedia to boost student participation and interest.
- Event Management: Organized **large-scale educational fairs**; handled logistics and marketing, resulting in increased brand visibility and student enrollments.

Education

- MBA**, University Canada West, Vancouver; CGPA – 3.81/4 (Major: Marketing and e-Commerce)
- Diploma, User Experience Design**, BrainStation, Vancouver
- BBA (IT)**, Symbiosis International University, India; CGPA – 3.7/4