

Lovedeep Kaur

Ontario, Canada

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Portfolio - lovedeepkaur.com

Professional Summary

Results-oriented Digital Marketing professional with over 5 years of expertise in digital marketing, web design, and project coordination. Skilled in implementing digital marketing strategies, optimizing websites and social media channels, and managing stakeholder engagements. Proficient in Adobe Creative Suite, HTML/CSS, WordPress, and Microsoft Office. Proven track record in enhancing brand visibility, increasing website traffic, and achieving data-driven results. Highly organized and detail-oriented team player with excellent communication and interpersonal skills.

Skills & Abilities

- Digital Marketing Strategy
- Website Optimization / Website Management
- Content Writing, Editing, and Proofreading
- Content production and Distribution
- SEO and Keyword Research
- Familiarity with content management systems (CMS)
- Social Media Management.
- Strong verbal and written communication.
- Analytical and Critical Thinking.
- KPI Monitoring and Reporting
- Microsoft Office Suite (PowerPoint, Word, Outlook)
- HTML/CSS
- Graphic design (Adobe Creative Suite: Indesign, Photoshop, Illustrator, Premiere Pro, After Effects)
- Stakeholder Management
- B2B / B2C
- Audience Engagement
- Fluency in English and Punjabi (French proficiency in progress)
- Executive communications
- Project Management
- Program Development
- Event Coordination
- Bilingual: English (French proficiency in progress)

Experience

Digital Marketer / Project Management | Medcentre Health
Markham, Ontario

Sep 2023 – Mar 2024

- Implemented digital marketing strategies to achieve marketing goals and objectives, resulting in a 20% increase in patient engagement.
- Optimized the organization's website and social media channels, enhancing user experience by 25%.
- Coordinated and Managed Projects, overseeing the development and execution of digital marketing campaigns and ensuring alignment with organizational objectives.
- Facilitated Virtual Stakeholder Engagements via Zoom and Teams, ensuring effective communication and collaboration across multiple teams.
- Developed and analyzed KPIs, contributing to a 15% improvement in website conversion rates.
- Managed content calendar for digital platforms, including social media, email campaigns, and website updates.
- Boosted brand awareness through engaging social media campaigns.
- Ensured brand and key messaging consistency across all digital channels.

Marketing Coordinator | Cognixia**Mar 2019 – Sep 2023**

Remote - Project Based

- Researched and developed content, resulting in a 30% improvement in search rankings.
- Managed a content calendar, ensuring timely publication and consistency, contributing to a 20% increase in content engagement.
- Collaborated with cross-functional teams to maintain brand consistency and high-quality content, leading to a 15% growth in audience interaction.
- Enhanced client satisfaction by delivering high-quality written content tailored to specific industries and target audiences.
- Monitored and reported campaign performance, recommending enhancements to improve results.

Marketing Assistant | Costco**Sep 2021 – Mar 2022**

Kitchener, Ontario

- Assisted in the planning and execution of marketing campaigns.
- Conducted market research to identify target audiences and trends.
- Supported the creation and distribution of promotional materials.
- Monitored and analyzed marketing data to measure campaign effectiveness.
- Coordinated with vendors and stakeholders to ensure timely delivery of marketing materials.
- Enhanced customer engagement through effective use of social media and email marketing.

Digital Marketing Associate | Capitalxtend**Jan 2020 – Sep 2021**

Cyprus, Nicosia (Remote)

- Enhanced brand visibility by 70%, spearheading SEO optimization, website management, and cross-browser compatible design
- Assisted in the creation and distribution of marketing materials
- Successfully contributed to the launch of 3 projects, showcasing adaptability and project management skills
- Conducted market research and analyzed data to improve content strategy and optimize digital marketing operations
- Utilized CMS platforms such as WordPress and Drupal for effective content management, streamlining workflows
- Monitored analytics, resulting in a 25% improvement in content performance and the implementation of data-driven SEO strategies.
- Developed engaging articles for online publications, resulting in increased readership and social media shares.

Marketing Intern | A1 Tours**Mar 2019 – Apr 2019**

New Delhi, India

- Conducted market research, providing valuable insights into industry trends
- Assisted in the development and execution of successful marketing campaigns
- Assisted in corporate communications efforts, including drafting internal newsletters and announcements.
- Built and maintained relationships with internal and external stakeholders.
- Enhanced social media engagement through regular posting and audience interaction.
- Boosted brand awareness by developing creative marketing strategies and campaigns.

Web Developer | Edfora Technologies**Dec 2017 – May 2018**

New Delhi, India

- Led website design discussions, aligning projects with client needs and preferences
- Implemented client CMS programs and data feeds into websites, enhancing functionality
- Executed HTML & CSS coding, incorporating ASP.NET and Javascript, troubleshooting application errors effectively
- Conducted comprehensive website performance tests, resulting in a 20% improvement in speed and scalability.
- Enhanced user experience by implementing responsive web design and optimizing website performance.
- Streamlined website maintenance tasks for increased efficiency and improved site functionality.

Web Developer | STJ Electronics Pvt. Ltd.**Dec 2016 – Jul 2017**

New Delhi, India

- Collaborated closely with clients and management to meet and exceed website requirements
- Integrated CMS programs and data feeds, significantly optimizing website performance
- Conducted rigorous website testing and usability tests, refining site performance and achieving a 25% increase in user satisfaction.
- Integrated third-party APIs to enhance website functionality and provide additional services to users.
- Coded websites using HTML, CSS, JavaScript, and jQuery languages.
- Provided front-end website development using WordPress, Hubspot, and other editing software.

Education

- Conestoga College - **Strategic Marketing Communications** **2021 – 2023**
- YMCA - **Business Management** **2020 – 2021**
- National Institute of Information Technology - **Software Engineering** **2016 – 2019**

Certifications

- Google Analytics
- HubSpot Content Marketing
- Google Ads
- Hootsuite Social Media Marketing
- Search Engine Optimization (SEO) by University of California, Davis
- Google Digital Marketing & E-commerce by Google
- Google Project Management
- AlayaCare Digital Health