

Lovedeep Kaur

Ontario, Canada

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Portfolio - lovedeepkaur.github.io

Professional Summary

Results-oriented Project Management & 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. Experienced in financial assessment, KPI monitoring, and optimizing energy consumption for commercial and residential buildings. 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
 - Audience Engagement
 - Fluency in English and Punjabi (French proficiency in progress)
 - Executive communications
 - Project Management / Project Coordination
 - Program Development
 - Event Coordination
 - Bilingual: English (French proficiency in progress)

Experience

Digital Marketer / Project Management | Medcentre Health

Sep 2023 – Mar 2024

Markham, Ontario

- 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%.
- Facilitated Virtual Stakeholder Engagements via Zoom and Teams, ensuring effective communication and collaboration across multiple teams.
- Coordinated and managed projects, and managed financial records, including invoicing and cost analysis, to ensure project alignment with budgetary goals.
- 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.
- Led full-cycle recruitment processes, including sourcing candidates, conducting interviews, and onboarding new team members to support project needs.
- 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.
- Provided detailed financial assessments and reports, enhancing overall project transparency.

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.
- Assisted in recruiting seasonal marketing staff, including interview scheduling and onboarding.
- Supported financial tasks including billing and cost management, ensuring accurate and timely processing.

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.
- Managed financial records and provided insights into revenue assessments, supporting strategic decision-making.
- Managed recruitment for digital marketing roles, including candidate sourcing, interviewing, and onboarding.

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
New Delhi, India

Dec 2017 – May 2018

- 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.
New Delhi, India

Dec 2016 – Jul 2017

- 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

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

Certifications

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