



Sandeep Kaur



Business and Digital Marketing Specialist

I am a Business and Digital Marketing Specialist with 4 years of experience in crafting impactful marketing strategies, enhancing brand visibility, and driving business growth through innovative solutions.



902-471-2404



sandeepbainsdharni@gmail.com



#429 5115 7Ave
Edmonton, AB T6X2A8

Languages

- * English
- * Punjabi
- * Hindi

Awards and Recognitions

- ❖ **Shining Star of the Month (3x):** Recognized three times for outstanding performance, dedication, and exceeding expectations in achieving company goals.
- ❖ **Employee of the Store:** Honored for exceptional contribution to team success, customer satisfaction, and operational excellence.
- ❖ **Customer Appreciation Letter:** Received a personal letter of appreciation from a customer for delivering exceptional service and ensuring an outstanding experience.

PROFESSIONAL SUMMARY

- ❖ Experienced Business and Digital Marketing Specialist with 4+ years of expertise in developing and executing data-driven marketing strategies to boost brand visibility by 80% and customer engagement.
- ❖ Proficient in digital tools like SEO, SEM, social media marketing, and website development, with a proven track record of increasing sales by 20% and driving business growth.
- ❖ Strong skills in client consulting, team training, and project management, with a focus on delivering measurable results and fostering long-term success.

Skills

- ❖ **Digital Marketing Expertise:** Skilled in SEO, SEM, social media marketing, content creation, and email marketing to drive engagement and conversions.
- ❖ **Strategic Planning:** Proficient in developing and executing marketing strategies that align with business goals and deliver measurable results.
- ❖ **Technical Proficiency:** Hands-on experience with tools like Google Analytics, Canva, and website development platforms to enhance brand presence.
- ❖ **Client Relationship Management:** Strong interpersonal and communication skills to build and maintain lasting client relationships.
- ❖ **Creative Problem Solving:** Adept at identifying challenges and implementing innovative solutions to improve processes and outcomes.

Sandeep Kaur



Business and Digital Marketing Specialist

Education

- ❖ **Diploma in Business and Digital Marketing Specialist**
Eastern College, Halifax, NS
November 2024
- ❖ **Master of Technology in Computer Science and Engineering**
Lovely Professional University, Punjab, India
July 2013
- ❖ **Bachelor of Technology in Information Technology (Honours)**
Lovely Professional University, Punjab, India
July 2011

Professional Experience

- ❖ **Business and Digital Marketing Specialist**
Scotia Kelp | Nova Scotia, Canada
September 2024 – Present
Website Development and SEO: Designed and developed a professional, user-friendly website from scratch to establish a strong Online presence using seo techniques and improve customer engagement.
Social Media Management: Set up and optimized social media platforms, creating engaging content to build a robust digital presence and enhance brand visibility by 70%.
Paid Campaigns: Initiated and managed paid advertising campaigns, focusing on sales and promotions to drive conversions and expand market reach.
Strategic Branding: Implemented targeted digital marketing strategies to promote products and increase awareness of the Scotia Kelp brand.
Performance Monitoring: Analyzed website traffic, campaign results, and social media metrics to identify growth opportunities and improve marketing outcomes.
- ❖ **Digital Marketing Executive and Trainer**
Sukrala IT Services Pvt Ltd, Chandigarh, India
January 2018 – March 2021
Digital Marketing Training
Trained diverse groups, including homemakers, entrepreneurs, and job seekers, on digital marketing tools, strategies, and best practices. Advised trainees on career opportunities, IT certifications, and skill development to enhance their professional growth.
Marketing Strategy and Implementation
Developed and executed marketing plans, achieving an 80% boost in brand awareness and a 20% increase in sales. Promoted new product lines in multiple languages, improving customer satisfaction and driving engagement.
Mentorship and Coaching
Mentored and coached over 10 trainees monthly, strengthening their technical expertise and advancing their career prospects.

Sandeep Kaur



Business and Digital Marketing Specialist

❖ Customer Service Fulfillment Department Manager Walmart | Halifax, NS

November 2022 – December 2024

Team Leadership: Cultivated a high-performing team culture, fostering collaboration to exceed customer expectations and meet company objectives.

Product Knowledge and Sales Enhancement: Enhanced team understanding of product offerings, boosting customer enjoyment and contributing to increased sales.

Order Fulfillment and Accuracy: Ensured smooth and efficient order fulfillment by accurately tracking customer orders and promptly resolving any issues.

Customer Issue Resolution: Managed customer inquiries and resolved issues promptly, maintaining high levels of satisfaction and loyalty.

Reporting and Promotions: Generated detailed daily reports for management to track department performance and identify improvement areas. Designed promotional flyers as needed to support marketing initiatives and drive in-store sales.

Internship Experience

Digital Marketing Intern

Kinsart | Halifax, NS

September 2024 – November 2024

Website Development and SEO

Designed and built a professional website to improve user experience and effectively showcase the brand's offerings.

Conducted SEO optimization to enhance website visibility and drive organic traffic, contributing to a 50% increase in Online presence.

Social Media Management

Set up and actively promoted social media platforms, boosting engagement and increasing the brand's visibility by 30%.

Inventory Management

Developed a comprehensive inventory system for canvases, streamlining organization and operational efficiency.

Publishing Assistance

Assisted in the successful publication of Kinsart – The Fine Art and Minerals, emphasizing the company's artistic and mineral expertise.

Strategic Contribution

Contributed to marketing and operational strategies, driving growth and enhancing the brand's overall digital footprint.