

Gurnoor Kaur

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SUMMARY

Creative **Digital Marketing** student with a **Bachelor of Journalism and Mass Communication**, skilled in social media management, content creation, and SEO optimization. Experienced in executing strategies across Facebook, Instagram, and LinkedIn to enhance engagement and brand visibility. Certified in **Digital Marketing, Social Media Marketing**, and **Advanced Google Analytics**, with proficiency in analyzing performance metrics and managing advertising campaigns. Passionate about leveraging emerging trends to deliver impactful marketing solutions.

SKILLS

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| • Digital Analytics | • Content development | • Audience research | • Market research |
| • Strategic Analysis | • META Ads | • Problem solving | • Analytical Thinking |
| • Graphic designing tools (Canva) | • Time Management | • Teamwork | • Digital Analytics |
| • MS Office Suite (Word, Excel, PowerPoint) | • Trend Analysis | • Google analytics 4 | • Social Media Metrics Analysis |
| | • Customer Relationship Management | | |
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EDUCATION

Post Baccalaureate Diploma **2023 - Present**

Douglas College | 2023 - Present New Westminster, BC

- Promotional Strategies
Collaborated with a small B2B business to curate marketing strategies. Marketing Research
- Marketing Research
Conducted in-depth surveys and focus groups to analyze market potential.
- Digital Analytics
Integrating Google Analytics, analyzing data, and providing recommendations.

Bachelor of Journalism and Mass communication **2019 - 2022**

GGSIPU
New Delhi, India

CERTIFICATIONS

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| • Digital marketing Hands-On Experience Semrush | Issued April 2024- Valid till April 2025 |
| • Social media marketing HubSpot Academy | Issued April 2024- till May 2026 |
| • Advanced Google Analytics Google | Issued June 2024- Valid till June 2027 |
| • Content Marketing Hubspot Academy | Issued April 2024- Valid till May 2026 |
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EXPERIENCE

Marketing and Production Coordinator (Unpaid-internship)

Education in Action, New westminster, BC

Sept 2024 - Present

- Coordinate content planning, guest research, and promotional material creation for podcast episodes.
- Assist in recording, editing, and post-production to ensure high-quality podcast episodes.
- Execute marketing campaigns and manage social media content to drive audience engagement and growth.
- Analyze social media metrics and collaborate with the podcast team to align content with brand objectives.

Sales Associate

Kachvi Crystals, Burnaby BC

Oct 2023 - Present

- Kachvi Crystals is a gem and crystal store specializing in meditation tools and crystals.
- Additionally, I helped manage and grow the company's social media presence.
- Content creation for social media platforms, reaching over **288,762** customers on TikTok within 12 weeks through organic posts.
- I contributed to business analysis and market research, offering insights that informed marketing strategies and increased online sales by **20%**.

Marketing (Freelance)

Pure Joy Wellness, New Westminister, BC

Nov 2023-Present

- Strategized and executed customer strategy and marketing communications plans, contributing to the acquisition of 5 new clients within 3 months.
- Strategizing and executing online and offline marketing plans

Social Media and Sales manager

Meraki Crystals and Gems, New Delhi, India

Aug 2022 - May 2023

- Managed project coordination of social media and e-commerce strategies, resulting in a 206% increase in Instagram followers.
- Conducted market research and data analysis to identify trends and enhance customer outreach, increasing brand visibility
- Instagram followers increased by **206% (from 6k to 20k)**
- Increased the social media reach of Crystals by Riya from **100k to 2 million**.

Social Media Manager

I Can Predict, New Delhi, India

Aug 2022 - May 2023

- Collaborative business with @crystalsbyriya
- Created social media Graphics and educational videos as face of the brand.
- Increased the followers by **50k** by vigorous social media engagement campaigns
- Increased the reach of page by 1 Million in August to **5.1 million** in May 2023. (**410 %** increase in 8 months)

Content Writer (12 week Unpaid Internship)

Conspiracy Theories, New Delhi, India

June 2020 - Aug 2020

- Reasearch work and Content creation
- <https://conspiracytheories.in/the-witch-the-death-of-christopher-case/>