

Sukhdeep Singh

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SKILLS

- **Media & Marketing Tools:** Adobe Photoshop, Illustrator, Premiere Pro, After Effects, DaVinci Resolve, Canva
- **Digital Platforms:** Instagram, Facebook, TikTok, YouTube, Meta Ads (Basic), Google Ads (Basic), Instagram Insights
- **Project & Campaign Management:** Content Planning, Social Media Campaign Execution, Scheduling Tools, KPI Tracking
- **Other Tools:** Microsoft Office (Word, Excel, PowerPoint), Data Analysis (Basic), Team Collaboration

WORK EXPERIENCE

Chai Talks

Marketing Manager

Ottawa, ON, Canada

Apr 2024 – Oct 2024

- Developed and executed digital marketing strategies to increase brand visibility and drive customer engagement for Chai Talks.
- Managed social media channels, creating content that resonates with the target audience and showcases new products, promotions, and events.
- Collaborated with team members to ensure high-quality, visually appealing content, contributing to increased foot traffic and brand recognition in the community.

True Scoop

Graphic Team Leader

Jalandhar, Punjab, India

Aug 2023 – Mar 2024

- Led a team to design visually engaging graphics, enhancing brand presence and audience engagement across digital platforms.
- Collaborated with team members to ensure alignment with branding standards, resulting in increased brand recognition.

JC Arts Studio

Senior Video Editor

Kapurthala, Punjab, India

Dec 2022 – Mar 2024

- Edited and produced high-quality videos that aligned with brand messaging and customer expectations.
- Applied technical skills to create engaging video content that has garnered positive audience feedback and engagement.

EDUCATION

Lambton College

Post Graduate Diploma in Marketing Management – Digital Media

Ottawa, ON, Canada

Lovely Professional University

B.Sc. of Design – Multimedia

Jalandhar, Punjab, India