

Dilpreet Bains

Digital Marketing Specialist

Digital Marketing Specialist adept at amplifying online presence and sales with strategic digital initiatives. Demonstrated expertise in crafting campaigns that escalated brand engagement and conversion rates by over 30%, leveraging tools like Google Analytics for data-driven decision-making. Ready to further enhance digital marketing strategies in a dynamic environment.

Work Experience

2023-07 -
Current

Digital Marketing Specialist

Wise Town Cafe, Ottawa, ON

- Developed and implemented digital marketing strategies that increased brand visibility, engagement, and conversion rates by 30%.
- Managed social media platforms and grew follower base by 2,000 followers through effective content creation, community engagement, and targeted advertising campaigns.
- Created and optimized social media content calendars, ensuring consistent, high-quality content aligned with brand voice and messaging, resulting in 40% increase in user engagement.
- Collaborated with cross-functional teams to create and execute successful digital marketing campaigns, including influencer partnerships, email marketing, and paid advertising, resulting in 50% increase in online sales.
- Conducted market research and competitive analysis to identify opportunities and stay updated on industry trends, resulting in implementation of innovative strategies and tactics that increased social media traffic by 60%.

2023-05 -
2023-07

Digital Marketing Intern

Extension Marketing Inc., Ottawa, ON

Contact

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Phone

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E-mail

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WWW

<https://www.linkedin.com/in/dilpreet-bains/>

WWW

<https://bold.pro/my/dilpreet-bains/585r>

Skills

Social Media Management

Digital Ads

Copywriting

SEO

Campaign Analysis & Optimization

Google Analytics

Content Creation

Communications & Client Relations

Languages

- Developed and executed 6 highly effective multi-channel digital marketing campaigns, encompassing SEO, social media, email marketing, and paid advertising platforms
- Conducted market research and competitor analysis, boosting campaign engagement by 25% and increasing click-through rates by 12%
- Produced 7 marketing reports and presentations, leading to 80% strategy implementation rate, enhancing decision-making.

English

■ ■ ■ ■ ■
Native or
Bilingual

Hindi

■ ■ ■ ■ ■
Native or
Bilingual

Punjabi

■ ■ ■ ■ ■
Native or
Bilingual

2021-12 -
2023-04

Kitchen Design & Sales Specialist

The Home Depot, Ottawa, ON

- Collaborated with clients from diverse financial backgrounds to understand their goals and crafted customized plans, consistently exceeding client expectations
- Translated clients' visions into reality by crafting functional and aesthetically pleasing kitchen designs, resulting in 98% client satisfaction rate
- Fostered lasting partnerships with clients through transparent communication and regular project meetings, adapting to evolving requirements, which led to 23% increase in repeat business
- Demonstrated strong project management skills by preparing comprehensive proposals with accuracy of 95% for materials, labor, and installation costs.

2021-05 -
2021-08

Brand Consultant

Ottawa Chinese Community Service Centre, Ottawa, ON

- Led initiatives to elevate organization's brand presence through thorough market research and successful brand re-positioning, resulting in 15% increase in brand recognition
- Spearheaded brand research efforts, fostering 30% deeper connections with target audiences and contributing to 20% rise in customer loyalty.

2020-05 -
2020-08

Marketing Consultant

Meridian Credit Union, Ottawa, ON

- Crafted strategies across digital, traditional, and

experiential channels for seamless brand experience

- Achieved significant impact - raised brand awareness, customer acquisition, and market share growth
- Prioritized brand consistency and innovation, resulting in 20% increase in customer engagement and measurable success.

Education

2021-01 - 2021-05 **Brand Management Graduate Certificate**
Algonquin College of Applied Arts And Technology - Ottawa, ON

2020-01 - 2020-05 **Marketing Management Graduate Certificate**
Algonquin College of Applied Arts And Technology - Ottawa, ON

2016-07 - 2019-05 **Bachelor of Business Administration**
Panjab University - Chandigarh

Certifications

Google Analytics

Social Media Marketing

Search Engine Optimization

Google Ads Search

HubSpot Marketing Software

Digital Marketing Tools