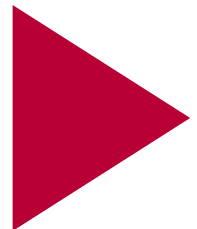




■

DILPREET SINGH'S PORTFOLIO

**"I bring fresh, creative
solutions and a love for
learning to every
project."**



“I excel in data analysis, campaign optimization, and CRM management. My adaptability and curiosity keep me continuously learning and aware of industry trends. I prioritize critical thinking, empathy, and clear communication to meet consumer needs. Detail-oriented and efficient in time management, I thrive in teamwork and problem-solving situations.”



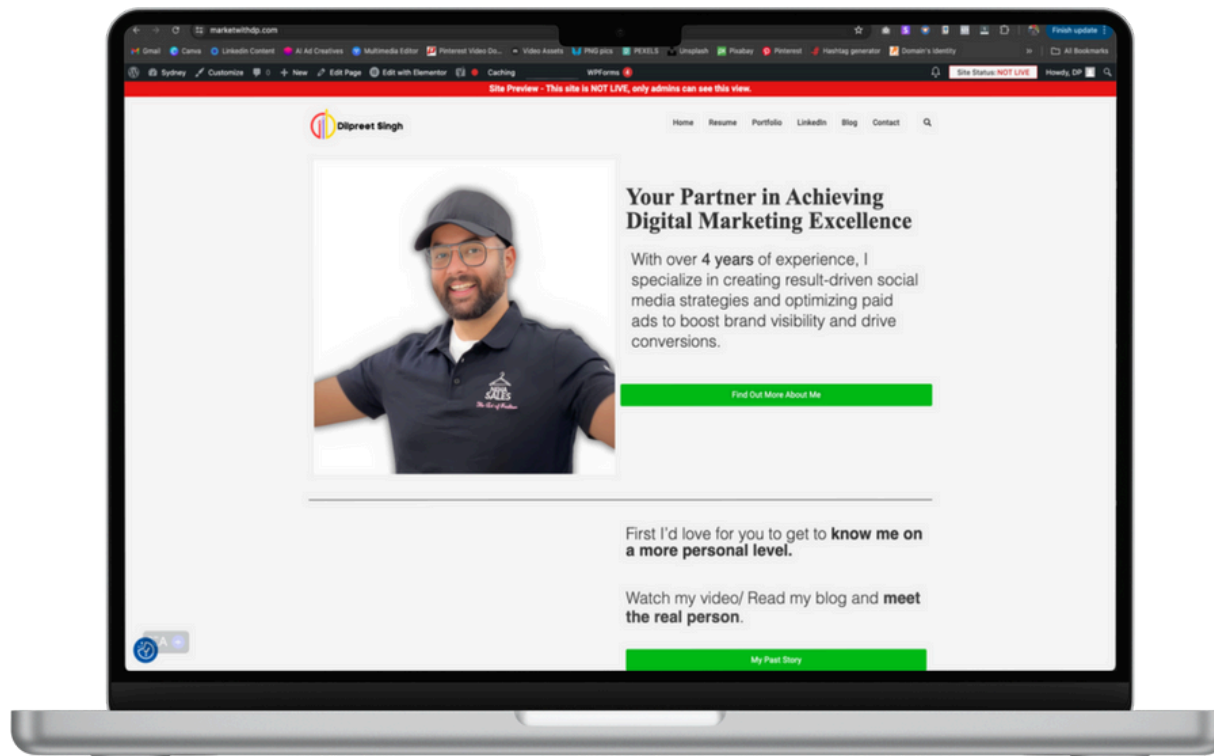


Projects

- marketwithdp.com- Developing a website focused on Google Ads and WordPress. (Ongoing project)
- LinkedIn Profile- Worked on personal branding and tested various outreach strategies.
- College Projects- Explored and tested a combination of digital and traditional marketing strategies through hypothetical campaigns.
- Neha Sales (**My Biggest Achievement and Foundation**)- Built an online store on Whatsapp Business using social media marketing, focusing on Instagram and Facebook.

01

I created this site to learn WordPress and to reach out to potential recruiters by showcasing my skills. It will serve as my portfolio website, and I plan to use Google Ads to generate recruitment leads. (Still working on it)



02

LinkedIn Personal Branding

I was experienced in Instagram and Facebook marketing, but I wanted to experience a professional space, so I tried LinkedIn. Posting various content and following growth strategies closely, I found it fascinating how the same people think differently on different platforms.

Dilpreet (DP) Singh (He/Him)
Social Media & Paid Ads Professional | Your Digital Marketing Partner | Achieved more than 95% YoY Growth | Real Results, Genuine Growth & Best ROAS | Open to Full-Time Opportunities | Follow for Strategic Insights

Concord, Ontario, Canada · [Contact info](#)

[Meet Your Marketer](#)

893 followers · 500+ connections

[Open to](#) [Add profile section](#) [Enhance profile](#) [More](#)

Open to work
Social Media Coordinator, Social Media Marketing Specialist, Social Media Strategist, Digital Marketing Spec...
[Show details](#)

TJX Canada – Winners, Marshalls, HomeSense

York University

Different Types of content I posted -

Dilpreet Singh (He/Him) · You
Social Media & Paid Ads Professional | Your Digital Marketing Partner | ...
3mo · 🌐

I bet
This post will make your life easier! 😊

IDEABANK · 7 pages

THIS POST WILL BE YOUR IDEA BANK!

1/7

Dilpreet Singh (He/Him) · You
Social Media & Paid Ads Professional | Your Digital Marketing Partner | ...
3mo · 🌐

If you don't upgrade yourself everyday, you are soon gonna be left behind!
Up- Skill yourself Consistently. This is the only way to survive in this ever-changing world! 🙌

Daniel Abrahams · 2nd
Here to write. If it goes viral, it's not because of me. It's becaus... + Follow
3mo · 🌐

Invest in yourself. 🙌

Dilpreet Singh (He/Him) · You
Social Media & Paid Ads Professional | Your Digital Marketing Partner | ...
4mo · 🌐

Ever felt like there aren't enough hours in a day? Well, you're not alone!
I've got a treasure of tips to share! 🙌

Prioritize Your Priorities: Start by identifying your top tasks. Ruthless prioritization is the secret sauce to getting things done efficiently.

Set Time Limits: Assign specific timeframes to tasks. This not only boosts focus but also adds a hint of urgency, propelling you towards completion.

Daily Goals, Big Wins: Connect your daily work to larger goals. It's not just about ticking off tasks but aligning every action with your overall objectives.

Energy Management: Ever heard of managing energy, not time? Tune in to your energy levels and schedule high-priority tasks during peak hours for maximum impact.

Join the conversation in the comments! 🗨️

#timemanagement #timemanagementskills #timemanagementtips

Dilpreet Singh (He/Him) · You
Social Media & Paid Ads Professional | Your Digital Marketing ...
4mo · 🌐

I read this book this month. I wanted to share the key lessons with you all.

...see more

THIS IS MARKETING
You Can't Be Seen Until You Learn to See
Seth Godin

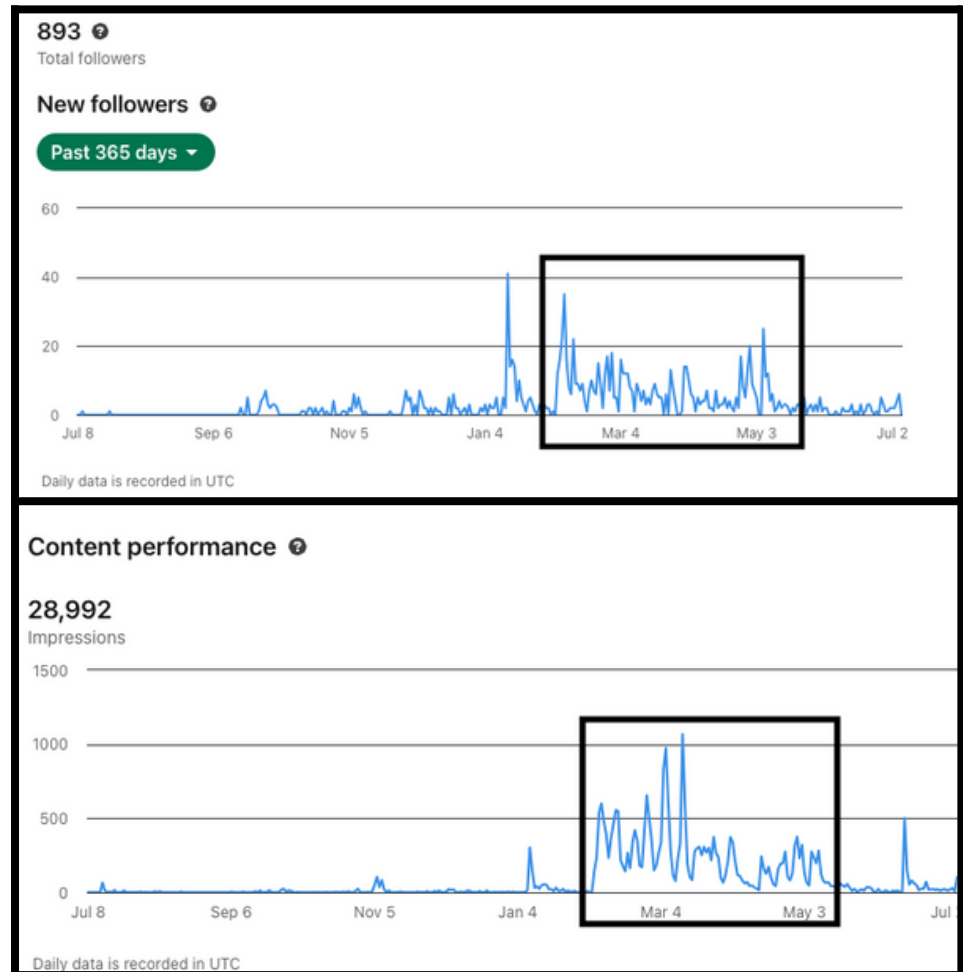
PRICING PSYCHOLOGY

...what we have to change 2:41 1x [CC] [🔊]

06

Result-

I gained exposure and connected with industry professionals and creators. Creating content taught me what works and what doesn't. My copywriting skills improved significantly, and I achieved 10x growth in followers and engagement within just four months.





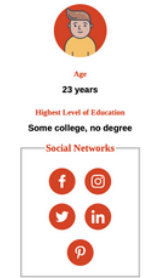
03

University Projects

I acquired a comprehensive understanding of digital marketing fundamentals, including market research, SWOT analysis, and consumer persona development, among other critical skills. This helped me understand the bigger picture of digital marketing. By working on practical projects and learning the theory, I gained the confidence and ability to make a impact in this field.

Different Types of Projects that were made

Manoj Patel



Goals or Objectives
His goal is to make a substantial impact in the digital space by collaborating with global brands, contributing to startups, or potentially launching her own venture. Neha is enthusiastic about gaining hands-on experience and building a network within Canada's dynamic digital marketing industry.

Personal Details
Manoj is from Punjab, India, and holds a Bachelor's degree in Business Administration from Punjab University. He has a strong foundation in business principles and management practices, but her true passion lies in the dynamic and ever-evolving field of digital marketing.

Preferred Method of Communication

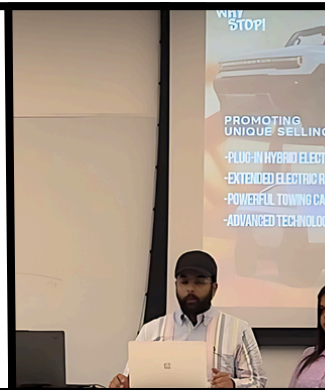
- Social Media
- Email
- Phone

Biggest Challenges
Adapting to a new educational system and potentially facing cultural differences is the biggest challenge. While finding the right institution to pursue her studies stands next.

They Gain Information By

- Friends and Family
- Internet
- Emails
- and other Promotional Methods

Personality
He is ambitious, creative, and detail-oriented. He values collaboration and is eager to learn from experts in the field.



INVISALIGN SOCIAL MEDIA STRATEGY

[21 October 2023]

Dilpreet Singh- 220108866
Harsh P
Kirtan S
Tanya M
Purna I
Prakrat
Pooja S

Assignment #1:
Develop an Audience Profile and Buying Persona

Dilpreet Singh- 220108866

CSCM1000 Planning and Analysis for Content Marketing - Full-Time Summer 2023
Section 1
Professor Doris Montanera
July 21, 2023

Overview of the Company

ABOKICHI is committed to promoting the creativity that may result from cross-cultural interaction. Abokichi, which translates to "Fortunate Avocado," is a combination of "kichi," which means lucky in Japanese, and the South American fruit "abogado," to symbolise the blessing of the diversity of the world's civilizations. When Jess, a co-founder of Abokichi, lived in Tokyo, she discovered onigiri, or Japanese rice balls, as a nutritious and practical snack or dinner. When she got back to Canada, Jess struggled to locate quick, wholesome, and less processed meals. She made the decision to introduce onigiri as a healthy alternative for busy people in Canada as a result, and she and her business and spouse, Fumi, started selling them at farmer's markets in the Toronto region. Bobby has joined the team and been greeted by Abokichi.

Content Creation/ Storytelling Individual Assignment
Submitted by- Dilpreet Singh (220108866) to Doris Montanera
CSCM1010 Content Creation National Parks Canada

Overview

A total of 336,343 square kilometers of Canadian lands are protected by the 38 national parks and 10 national park reserves, which together make up 31 of the country's 39 terrestrial natural spaces. Every province and territory have its own unique natural areas, which include boreal forests, tundra, lakes, glaciers, and much more. These sites must be protected and managed by National Parks Canada to maintain their natural integrity while enabling visitors to understand, appreciate, and enjoy them. The Canada National Parks Act defines national parks in Canada as areas of natural beauty, scientific interest, or historic value, which are owned by the federal government and operated for the enjoyment and education of present and future generations. Parks Canada, a Crown organization that is governed by the Parks Canada Act, is responsible for managing national parks. In order to maintain the integrity of the land and, secondarily, to enable the public to explore and enjoy the natural spaces, the national parks system aims to set aside lands that contain distinct natural regions. There were 38 national parks, 10 national park reserves, and one national park reserve occupied an area of roughly 342,456 square kilometers (132,223 square miles) of total land area, and they represented 31 of the country's 39 natural spaces in the provinces and territories in the country has at least one park. The Canada National Parks Act permits the designation of National Parks, National Park Reserves, or artefacts of national significance and may be subject to management to national parks.

NORTHERN WHISKERS

Group Assignment: Integrated Content Marketing Plan

Executive summary	2
Competitive analysis	2-4
Audience & persona	4-6
Goals/objectives	6-7
Budget	7-8
Content marketing distribution plan	8-9
Content marketing team & resources	10-13
Content creation plan/calendar	13-15
Analysis and reporting	15-17
Conclusion	17-19



THE FINEST QUALITY
Herschel
SUPPLY CO. BRAND
TRADE MARK

Competitive Analysis of Herschel Supply Co

Submitted By: Group 7

Result-

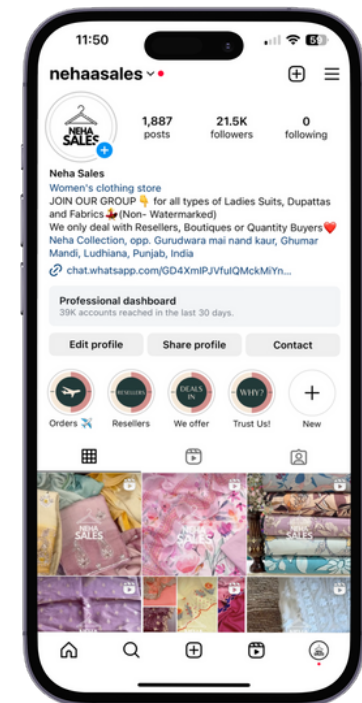
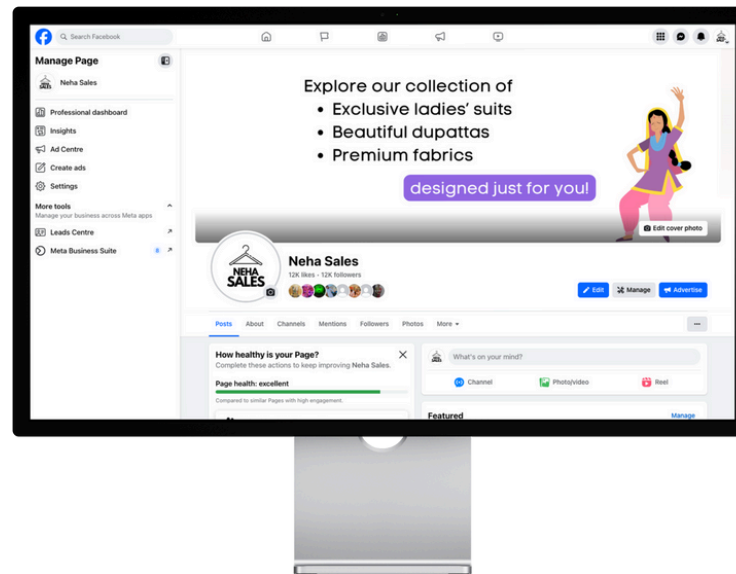
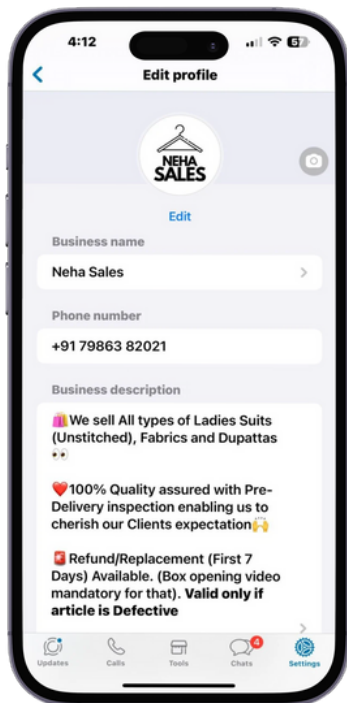
My journey in digital marketing has given me important skills and a strong understanding of the field. Through hands-on projects and learning, I gained practical experience and valuable knowledge. Positive feedback from my professors and high grades have boosted my confidence.

CSCM1030 - 023 - Marketing Fundamentals Digital and Content Marketing	Apr 17, 2023	36.0	A
CSDM1030 - 023 - Business in Digital Age Digital and Content Marketing	Apr 17, 2023	36.0	A
CSCM1020 - 032 - Content Promotion and Amplification Digital and Content Marketing	Apr 17, 2023	36.0	A
CSDM1010 - 040 - Marketing for Search Engines and Social Media Digital and Content Marketing	Apr 17, 2023	36.0	A
CSPR1020 - 011 - Content Creation, Strategic Messaging and Storytelling Public Relations	Dec 8, 2023	39.0	A

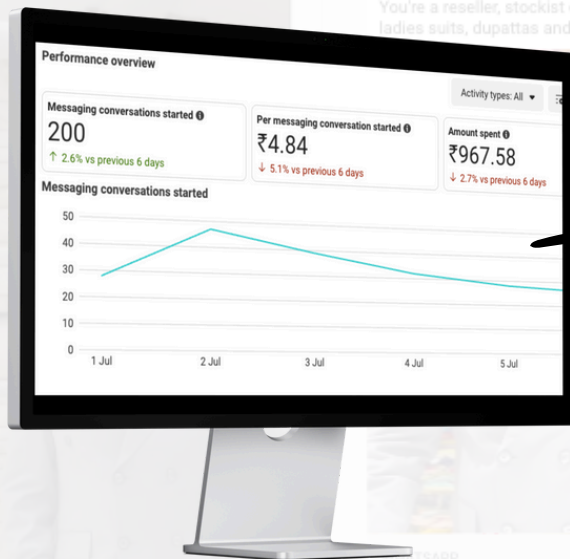
04

Neha Sales

My Foundation, my company, is where I learned that success requires action, not just words. This was a WhatsApp store launched to offer a variety of ethnic Indian wear exclusively to online resellers. Here, I experienced what success truly is and discovered the power of digital marketing, which ignited my passion for this field.



Different Types of content I posted -



I was the face of my company, I ran Video Ads to generate leads.

Result-

Miracles happened! I achieved \$800,000 in sales with an initial advertising budget of just \$3,000, then it was all about reinvesting. My cost per conversation started was as low as 8 cents. I created videos, ran Facebook and Instagram ads, and this boosted my confidence along with my marketing skills. I even launched collaborations with many boutiques, which significantly enhanced my communication skills. I shot videos and pictures of the articles we offered and talked to customers directly, learning a lot about sales.

Initially, I managed everything alone. By the end of the second year, I hired my first employee. By the time I left, I had successfully automated operations, grown the team to six employees, and achieved consistent success.



"Those who take action without sufficient knowledge often fail, and those who stick to theory without action achieve nothing."

I am the person who combines deep knowledge with the courage to take creative, out-of-the-box actions.

So why wait?

Hire me now!



marketwithdp@gmail.com

Want more reasons?

Understand the making of your marketer- marketwithdp.com/journey/