

# Dilpreet Singh

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## Summary

With over 4 years of experience in B2B and B2C digital marketing, I have consistently driven growth and delivered measurable results. Specializing in social media marketing and paid advertising, I leverage data to create impactful campaigns and achieve significant return on investment.

## Experience

**TJX Canada – Winners, Marshalls, HomeSense** April 2024- Present  
**Sales Associate**

- Resolved customer issues efficiently, increasing satisfaction rates by 20%.
- Managed transactions with 100% accuracy, reducing checkout time by 15%.
- Organized and restocked merchandise, maintaining a visually appealing sales floor.

**WingsUp! Restaurants** May 2023- Present  
**Shift Supervisor**

- Directed and coached a team of 10+ employees, improving shift efficiency by 25%.
- Implemented scheduling strategies, reducing absenteeism by 10%.
- Optimized workflow to manage high-volume delivery orders seamlessly.

**Neha Sales** March 2020- May 2023  
**Owner & Social Media Manager**

- Grew sales from \$5,000 to \$800,000 in under 4 years through targeted social media campaigns.
- Achieved 95% YoY growth, managing a team of 6 and automating business processes.
- Developed and executed social media ad campaigns, resulting in a 3x ROAS and increasing conversions by 60%.
- Conducted detailed market analysis to tailor content and promotions.
- Pioneered a loyalty program that enhanced repeat business, contributing to a 25% increase in repeat customer rate.

**Brilliko Institute of Multimedia** March 2019- October 2019  
**Social Media Coordinator (Internship)**

- Increased audience engagement by 40% through strategic content creation.
- Managed lead-generation ads, resulting in a 25% increase in qualified leads.
- Coordinated with the marketing team to develop compelling content that aligned with brand messaging.
- Analyzed social media metrics to refine strategies, improving overall campaign effectiveness by 30%.

## Education

### York University

January 2024 – September 2024

#### Postgraduate Certificate in Public Relations

- Developed a comprehensive crisis communication plan for a hypothetical company, focusing on effective media response and stakeholder engagement.
- Acquired and honed skills in strategic communication, content creation, campaign management, digital marketing, public speaking, and interpersonal communication.
- Collaborated with peers and industry professionals to apply theoretical knowledge in practical settings, enhancing real-world problem-solving capabilities.

### York University

May 2023– January 2024

#### Postgraduate Certificate in Digital and Content Marketing

- Acquired in-depth knowledge of strategic digital marketing and engagement strategies.
- Mastered digital marketing tools and techniques, including SEO, SEM, and content strategy.
- Collaborated with peers on data-driven marketing projects, enhancing analytical skills.

### Panjab University

July 2019- July 2022

#### Bachelor of Business Administration (BBA)

- Specialized in marketing, finance, and management principles.
- Participated in business competitions, securing top positions in marketing strategy events.

## Certifications

Digital Marketing, Paid Ads, Social Media Marketing, Content Marketing, WordPress, AI in Marketing, Basic HTML and CSS, Canva, HubSpot CRM, Microsoft Office Suite, Photoshop/ Affinity Photo 2, Final Cut Pro/ Premier Pro.

## Skills

Data Analysis, Campaign Optimisation, CRM Management, Adaptability and Flexibility, Curiosity to Learn, Critical Thinking, Empathy and Understanding, Communication, Teamwork and Collaboration, Time Management, Problem-Solving, Detail Oriented, Consumer Psychology.

## Languages

- English- Fluent
- Hindi- Fluent
- Punjabi- Fluent

References **available** on request

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