

KANWARDEEP SINGH

DIGITAL MARKETER

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SUMMARY

Experienced Web Designer and Digital Marketing Strategy & Growth Consultant with 4+ years of freelancing expertise. Specializing in creating high-converting websites and data-driven marketing strategies that drive business growth. Skilled in optimizing user experience, branding, and performance marketing. Passionate about leveraging design and strategy to maximize online visibility.

TECHNICAL SKILLS

- Wordpress
- Google My Business
- Go High Level
- Shopify
- Google Analytics
- Canva
- Responsive Design
- SEO
- Figma

PROFESSIONAL EXPERIENCE

Freelance Digital Marketer, Aikin **Jan 2023 - 2024**

- Developed and executed digital marketing strategies for business growth.
- Provided strategic consultation on market expansion and employer branding.
- Optimized websites and landing pages, improving lead generation and conversion rates.

Web Designer & Digital Marketing, Freelancer **Feb 2021 - Present**

- Designed 110+ websites across various industries, improving performance, SEO, and speed optimization.
- Implemented digital marketing strategies, enhancing website performance and driving traffic.
- Led cross-functional teams, ensuring timely project delivery and client satisfaction.

Digital Marketing Internship, Known Strategies **September 2020 - March 2021**

- Gained hands-on experience with Google Ads, Facebook Ads Manager, and MailChimp to execute and manage campaigns.
- Conducted market research, and competitor analysis, using SEMrush, Google Analytics, Moz, and Ahrefs.

EDUCATION

Bachelor's of Computer Engineering **Aug 2018 - July 2022**
Chitkara University, Rajpura

- Studied core concepts in computer systems, programming, and technology.
- Gained foundational knowledge in software, hardware integration, and problem-solving techniques.

Class 12, Guru Kashi Sen. Sec. School **March 2018**
Class 10, St. Xaviers High School **March 2016**

ADDITIONAL INFORMATION

- **Languages:** English, Hindi, Punjabi.
- **Certification:** Fundamental of Digital Marketing By Google
- **Soft Skills:** Leadership | Communication | Problem-Solving | Time Management | Adaptability | Collaboration | Critical Thinking | Decision-Making | Emotional Intelligence.