

GURLEEN SINGH

DIGITAL MARKETING MANAGER - SEO/SEM, Google Search Ads, Email Marketing

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📍 [Canada](#)

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SKILLS

- **Digital Marketing Channels:** Google Search Ads, SEO/SEM, Email Marketing, Social Media Marketing
- **Landing Page & Web Design:** Landing Page Design, Responsive Design, conversion-focused layouts
- **Marketing Tools:** Hootsuite, Unbounce, Google Analytics, Canva, Keap (Infusionsoft) for campaign execution
- **Creative Tools:** Adobe Creative Suite (Photoshop, Premiere Pro, Lightroom), and video production
- **Content & Media Production:** Photography, Videography, Visual Storytelling, and Content Creation.

WORK EXPERIENCE

Counter Manager

March 2024 - Present

Walmart Canada

Ontario

- Led daily OTC department operations, supervising team workflows, ensuring 100% product availability, enforcing compliance standards, and maintaining inventory accuracy across all categories.
- Delivered customer support across 100+ daily interactions, resolving complex issues using structured problem-solving methods, improving service efficiency and maintaining consistent satisfaction levels.
- Coordinated product receiving, stock reconciliation, and aisle presentation processes, ensuring operational accuracy, maintaining merchandising standards, and optimizing in-store product visibility.
- Monitored inventory data using stock tracking, improving stock accuracy by 20%, reducing shrinkage rates.

Assistant Project Manager

January 2023 - April 2023

CondosHQ

Ontario

- Developed multi-platform campaign assets using structured frameworks, aligning 15+ deliverables with branding guidelines, increasing engagement metrics by 35% across platforms.
- Engineered high-conversion landing pages using Unbounce and optimized UX structures, executing A/B testing workflows improving conversion rates by 40%.
- Deployed Google Search Ads campaigns using keyword clustering and bid optimization models, enhancing click-through rates by 25% and traffic efficiency.
- Directed end-to-end content pipelines by managing inputs, aligning 10+ campaign assets with timelines ensuring.

Photographer & Videographer

September 2019 - July 2021

Vipul Sharma Photography

India

- Analyzed client requirements and translated 25+ project briefs into production plans, aligning composition strategies with parameters, achieving 95% satisfaction ratings.
- Executed pre-production planning by calibrating camera systems and validating equipment readiness, reducing technical errors by 30% ensuring seamless shoot execution.
- Captured high-resolution visual content using advanced framing techniques and exposure controls, producing 1000+ assets with consistent quality benchmarks aligned professionally.
- Processed digital media using Adobe Photoshop, and reducing turnaround by 40% maintaining precision.

PROJECT EXPERIENCE

Freelance Photographer and Content Creator

September 2018 – Present

Gurleen Graphy

- Built content brand delivering commercial photography projects, enhancing representation accuracy by 35%.
- Managed end-to-end production lifecycle across 40+ assignments, improving turnaround efficiency by 30%.
- Executed on-location shoots utilizing advanced camera configurations, producing 1000+ high-resolution assets.

EDUCATION

Graduate Certificate, Digital Media Marketing

May 2022 - April 2023

George Brown College, Ontario

Graduate Certificate, Broadcasting Performance and Digital Media

September 2021 - April 2022

Conestoga College, Ontario

Master of Science, Cinema

July 2016 - June 2018

Shobhit University, India

Bachelor of Journalism and Mass Communication

August 2013 - July 2016

Chitkara University, Punjab, India

CERTIFICATIONS

- **Hootsuite Platform Certification** - Hootsuite Academy
- **Nano Tips for Using ChatGPT for Business** - LinkedIn Learning (Rachel Woods)
- **Mimic Digital Marketing Analytics, 2021**
- **Hootsuite Social Marketing Certification** - Hootsuite Academy
- **The Fundamentals of Digital Marketing** - Google