

Karanbir Singh

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Summary

Dynamic and results-oriented SEO & Marketing Specialist with over 5 years of experience in developing and executing innovative marketing strategies for technology and security products. Proven track record in enhancing brand visibility, driving customer engagement, and boosting sales. Adept at utilizing market research, digital marketing, and cross-functional collaboration to achieve brand objectives.

Skill Highlights

- Brand Strategy Development
- Digital Marketing
- Market Research & Analysis
- SEO & SEM
- Cross-functional Team Collaboration
- Content Creation & Management
- Social Media Marketing
- Campaign Management
- Customer Engagement
- Data-Driven Decision Making

Experience

SEO & Marketing Specialist - 04/2022 to Present

Lorex Technology, Markham

- Managed and optimized digital marketing campaigns across various platforms.
- Conducted in-depth market research and competitive analysis to identify market trends, consumer needs, and potential growth opportunities.
- Collaborated with the product development team to ensure consistent brand messaging and alignment with overall marketing objectives.
- Directed the creation of engaging content for social media, blogs, email marketing, and other digital channels
- Implemented SEO and SEM strategies to boost website traffic and improved search engine rankings.
- Conducted market research and analysis to support the development of marketing strategies and product positioning.

Product Listing & Marketing Specialist - 01/2021 to 04/2022

Toytexx INC, Markham

- Create and set up new product listings across various e-commerce platforms (e.g., Amazon, eBay, Shopify, company website).
- Write compelling and accurate product titles, descriptions, bullet points, and other content to attract and inform potential customers.
- Select, upload, and optimize high-quality images for product listings, ensuring they meet platform-specific guidelines.

- Conduct keyword research and implement SEO best practices to enhance product visibility and search rankings.
- Monitor and analyze the performance of product listings using analytics tools to track metrics such as click-through rates, conversion rates, and sales performance.
- Utilize listing tools and software (e.g., listing management software, repricing tools) to streamline and automate listing processes.

Web & Marketing Specialist - 06/2018 to 12/2020

WebsiteTOON, Mississauga

- Customize WordPress themes and plugins to meet specific requirements.
- Implement SEO best practices for improved search engine ranking.
- Improve website user experience (UX) and user interface (UI).
- Provide technical support and training to clients and team members.
- Create and manage engaging content for various channels, including social media, blogs, email, and websites.
- Manage and optimize online advertising campaigns (Google Ads, social media ads, etc.).
- Develop and execute social media strategies to increase brand awareness and engagement.
- Plan and execute marketing events, product launches, and promotional campaigns.
- Implement CRM strategies to enhance customer engagement and loyalty.

Technical Skills

- Marketing Automation Tools (HubSpot, Klaviyo)
- Social Media Management Platforms (Hootsuite, Buffer)
- SEO Tools (Ahrefs, SEMrush)
- Analytics Platforms (Google Analytics, Adobe Analytics)
- CRM Software (Salesforce, Zoho CRM)
- Graphic Design Tools (Canva)

Education

- Post graduation in Mobile Application design & Development (Lambton College, Toronto)
- Bachelors of Electronics & Communications (PTU University, 2015)