

Jaismine Kaur

+1 6475949891 Jaismine.kaur14@gmail.com Portfolio Github in linkedin.com/jaisminekaur3 Vancouver, CA

(Marketing & Public Relations)

GENERAL OBJECTIVE

Aspiring **business analytics professional** by leveraging my experience in **marketing and public relations**. I aim to apply my skills in **data-driven decision making** and predictive analytics to enhance business strategies and outcomes.

PROFILE STATEMENT

A marketing and public relations professional with expertise in **digital marketing, brand visibility, and marketing analytics**. Currently pursuing **North American Business Management** Post Baccalaureate Diploma, I am committed to driving impactful communication and strategic marketing solutions.

KEY SKILLS

• Market Research • Advertising • Social Media Campaign • Brand Presence Expansion • SEO & Keyword Optimization • Content Writing • Content Strategy • Digital Marketing • Brand Visibility • SEM • User Engagement • Email Marketing • Organic Search • PPC Campaign Management • Report Generation • SMM • Blog Management • Marketing Analytics • Research

TECHNICAL SKILLS

• Facebook Ads • HubSpot • Google Ads • Hootsuite • Google Analytics • SEMRush • Wordpress • HTML • MS Excel • HTML • MySQL

EDUCATION

North American Business Management Post Baccalaureate Diploma Sep '24 - Nov '25

Capilano University

BC, Canada

• **Course Modules:**

- North American Business Essentials | North American Business Policy & Strategy | North American Business Law | Project Management
- North American Strategic Management | Fundamentals of Finance and Accounting | Leadership & Teams in Cross Cultural Business Settings
- Cross Border Issues in Strategic Human Resource Management
- Communication for International Learners | Advanced Communication for International Learners

PG Certification in Public Relations Sep '23 - May '24

York University

ON, Canada

- PG Certification in Public Relations - ([link](#))

• **Course Modules:**

- Content Creation, Strategic Messaging and Storytelling | Internal Communications and Change Management
- Stakeholder Relations and Community Engagement | Strategic Planning, Research & Measurement | Integrated Marketing Strategies
- Reputation Management and Crisis Communication | Public Relations in Practice: Real World Perspectives and Possibilities

PG Certificate in Digital Marketing and Communications May '23 - Mar '24

MICA & upGrad

India

- **Course Modules:** ([link](#))

- Digital Marketing Metrics and Channels | Designing and Building Web Presence | Social Media Marketing | Search Engine Optimization (SEO)
- Web Analytics | Marketing Analytics Specialization | Marketing Data Identification and Collection | Marketing Communications
- Marketing Data Identification, Collection, and integration | Exploratory Data Analysis | Predictive Analytics and Decision Making

Bachelor of Arts (Honours) English Jul '18 - Jun '21

University of Delhi

Delhi, India

CGPA: 7.1/10 CGPA ([link](#))

PROFESSIONAL EXPERIENCE

Sales Representative (Part-Time) Oct '23 - Apr '24

Cellular Point

ON, Canada

- Educated and assisted customers with their wireless needs (purchase of phones, selection of new plans, and explaining their benefits and features)
- Assisted customers with troubleshooting their phones and resolving any issues they may be experiencing with their services
- Collaborated with management to achieve goals and provide excellent customer service increasing the sales at new location with more than 200%

Public Relations Executive - PR Aug '22 - Aug '23

MediagraphixPR	Delhi, IN
Marketing Strategy, Research, & Implementation	
<ul style="list-style-type: none">Created and pitched compelling stories, managed issues using digital and social media platformsImplemented & optimized the blog writing process while promoting brand image on social media platformsRemodelled SEO and keyword optimization by ensuring 98-100% accuracy while translating technical concepts	
Account Management	
<ul style="list-style-type: none">Facilitated client proposals & presentations while executing projects involving competitor analysis & industry researchAided in content writing for the website, blog, social media, and sales & marketing collateral	

INTERNSHIPS	
Communications Intern	Mar '22 - May '22
NAB India Centre for Blind Women and Disability Studies	Delhi, IN
(link)	
<ul style="list-style-type: none">Developed and curated engaging content for all social media platforms (Instagram, Facebook, LinkedIn) using Canva, Capcut, and Inshot, increased 1300% interaction within a month.Spearheaded the organization’s e-commerce site and creatives involving products and services provided by the blind women, increasing online salesEdited and refined medical research paper being written by senior oncologist at Art of Healing Cancer hospital on breast cancer detection by visually impaired women	

ADDITIONAL ACHIEVEMENTS	
EXTRACURRICULARS:	
<ul style="list-style-type: none">Placeholder in Creative Writing and Slam Poetry (inter-college - DSC, PGDAV, DCAC, SGGSC, MLNC, and Hindu College) '20, '21	
PUBLICATIONS:	
<ul style="list-style-type: none">Published in the poetry and prose anthology of The Write Order: “Poetry for Your Soul”, '21 and “Delusions”, '21Published (poetry) in the college departmental magazine, Echo '21Published in anthology “Siyahii” of Acrostic, The Poetry Society of SGTBK College '20 & '21	
CULTURAL & SPORTS:	
<ul style="list-style-type: none">Member of the Show Choir in Vanier College Production, York University '23- '24Social media coordinator at Acrostic, the Poetry Society of SGTBK College, '21Placeholder at multiple group and solo singing inter and intra school and college level competitions (years active: '10 - '19)Placed second in Zonal Chess Championship (North-West Zone) '15, '16	

ADDITIONAL INFORMATION	
<ul style="list-style-type: none">Languages: English (fluent), Hindi (fluent), Punjabi (fluent), Spanish (intermediate)	