

# SIMRANJEET SINGH

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TORONTO, ON

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## EVENT MARKETING COORDINATOR

Creative Event Marketing Coordinator with a Diploma in Advertising and Marketing Communications. I'm skilled at creating engaging ads and campaigns that help boost brand presence in entertainment and nightlife, and I enjoy finding ways to connect with audiences and make events memorable.

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### STRENGTHS AND EXPERTISE

Adobe Suite Proficiency  
Program Execution  
Brand Marketing

Stakeholder Collaboration  
Creative Problem-Solving  
Attention to Detail

Fast-Paced Adaptability  
Interpersonal Skills  
Microsoft Suite Proficiency

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### PROFESSIONAL EXPERIENCE

**Event Marketing Coordinator | Internship**  
**DX3 Canada, Toronto, ON**

**January, 2025- March, 2025**

- Assist in the **development and execution of event marketing campaigns**, focusing on audience engagement and sponsorship activation.
- Collaborate with vendors(sponsors, attendees, speakers) and partners to ensure effective **event branding and promotional outreach**.
- Manage **social media engagement strategies**, increasing brand awareness and attendee participation through **LinkedIn, Instagram, and Google Ads**.
- Coordinate onsite event marketing initiatives, including **live content capture and audience interaction**.

**Marketing and Advertising Projects**  
**Humber College**

**September, 2023 - March, 2025**

- Conducted a **Canadian Tire marketing case study** to **drive brand growth** and proposed **advertising improvements** for the **SportsBet app** to boost its **market positioning**.
- **Researched the Baby Love Beginnings brand** and conducted **detailed target market analysis** to uncover key insights and drive strategic advertising decisions.
- **Spearheaded the media planning component** of the capstone project, selecting **optimal channels and coordinating creative content** to effectively launch the advertising campaign.

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### EDUCATION

**Humber College**  
Toronto, ON

**Graduate Diploma in Advertising and Marketing Communications**

**Coursework:** Media Planning, Digital Marketing, Public Relations, Brand Strategy, Event Marketing