

## Harkiran Sekhon

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**EDUCATION:** B.S., Organizational Communication, University of Portland, Portland, OR, 05/2012  
B.A., French, University of Portland, Portland, OR, 05/2012  
Université de Nantes, Nantes, France, spring 2011

**EXPERIENCE: E-mail Marketing Manager**

Yesmail, Portland, OR (08/2012-Present)

- Facilitate business relations with clients, such as eBay, Intel, and Churchill Downs
- Manage and enforce email campaign production deadlines and expectations
- Manage email campaigns that resulted in recording breaking sales for eBay APMEX division
- Collaborate with engineers and web developers to meet client demands and goals
- Report on email analytics such as delivery and response, click-through and subscription rates

**Social Media Intern**

Forward with Jefferson Smith, Portland, OR (03/2012 – 06/2012)

- Collaborate with social media team on inbound marketing strategy and execution
- Create posts for campaign Facebook, Twitter, Pinterest, Google+, and Tumblr that reflect campaign message and voice
- Utilize analytical tools and applications to ensure that promotion strategy is relevant and effective
- Create press releases, e-newsletters templates, and other campaign documents
- Attend campaign events and provide live coverage via social media

**Communications Consultant**

Democracy Lab, Portland, OR (03/2012-05/2012)

- Advise nonprofit Democracy Lab on enhancing interactive software accessibility through Facebook, Twitter and web design
- Plan and implement a demo of Democracy Lab's interactive software at the University of Portland campus
- Collect data from University of Portland students to create a custom policy forum through Democracy Lab's open source software

**RELATED**

**Copywriter**

**EXPERIENCE:** University of Portland Student Media, Portland, OR (09/2009 – 05/2010)

- Collaborate, design, and theme the 2009-2010 University of Portland Annual
- Report and write featured copy on school events
- Distribute annual to the University of Portland student population
- Interview a diversity of students, faculty and staff to create a wholistic all inclusive annual

**Grant writer**

La Salle Catholic College Preparatory, Portland, OR (January 2012-05/2012)

- Research the educational benefits of multimedia technologies in the classroom setting
- Locate a granting foundation whose ideals match those of La Salle
- Write and submit a capital grant for multimedia equipment

**ADDITIONAL  
EXPERIENCE:**

**Bookseller**, Barnes & Noble College, Portland, OR (04/2009 - 05/2012)

**French Tutor**, University of Portland, Portland, OR (01/2012 - 04/2012)

**Receptionist**, Vector Marketing, Tukwila, WA (05/2010 - 09/2010)

**SKILLS:**

- Native Punjabi speaker
- Expert-level skills in Microsoft Office software, including Word, Excel, and PowerPoint
- Proficiency in social media technologies such as Facebook, Twitter, Instagram, Pinterest, and Google+