

# Loveleen Singh

📍 New Westminster, BC  
✉ cherub1612@gmail.com  
☎ 6047294120  
🌐 Ischerub.github.io

## SKILLS

### Programming Languages

JavaScript, Python, HTML5 & CSS3, Stencil-CLI

### Design Tools

Adobe Photoshop, Adobe XD, Adobe Illustrator, Adobe After Effects, Adobe Premiere Pro, Figma, Canva

### Marketing Tools

Google Business Suite, Google Analytics, Google AdWords, Google Search Console, MailChimp, All in one SEO

### E-commerce Platforms

Bigcommerce, Shopify, WooCommerce

## CERTIFICATIONS

Google Analytics Individual Qualification (December 2020)  
Google

Google Ads Display Certification (March 2022)  
Google

Google Creative Certification (November 2021)  
Google

## EDUCATION

Kwantlen Polytechnic University (May 2018 - February 2021)  
Diploma, Computer Information Systems

## WORK EXPERIENCE

**Finlandia Pharmacy & Natural Health Center** (December 2020 - Present)  
Marketing Associate

- Developed strategy and managed market communications that drove product demand.
- Communicated value and position to the marketing team and developed tools to support the selling process.
- Drove marketing initiatives to increase product visibility and market performance.
- Offered pricing and feature recommendations to the management.
- Developed marketing strategy by creating a strong value proposition.
- Identified audience, competitors and opportunities to convert leads.
- Used analyzed metrics to develop customer personas and buyer's journey maps.

**Finlandia Pharmacy & Natural Health Center** (December 2019 - Present)  
Graphic Design

- Strong understanding of the fundamental principles of design.
- Promoted company's events by designing marketing materials such as posters, digital invites and brochures.
- Designed graphics for websites, logos and promotions for marketing purposes.
- Created design work for print and digital sales and marketing campaigns.
- Used Adobe XD and Adobe After Effects to develop product mockups and prototype designs.
- Collaborated with teammates to deliver valuable features meeting business and customer needs.

**Finlandia Pharmacy & Natural Health Center** (December 2019 - Present)  
E-commerce Associate

- Inspected landing pages, product information and checkout options to verify visual appeal, accuracy and usability.
- Measured and analyzed website usage data to maximize search engine returns and refine customer interfaces.
- Collaborated with search engine shopping specialists to place marketing content in desired online locations.
- Analyzed sales-related data to predict future sales and consumer behaviours.
- Monitored website traffic and customer reviews to evaluate responses to site updates.
- Interacted with and sold to e-commerce customers and delivered prompt and courteous service.
- Understanding of Google Business Suite (Google Analytics, Google Ads, Search Console, Merchant Center, Google My Business & Maps Platform)

## PROJECTS

**Mobile App (IOS)**  
Mobile shopping app for a health store.  
🔗 <https://apps.apple.com/ca/app/finlandia-health-store/id1557161002>  
Swift, Xcode

**Health Source Mart**  
Currently under development website for another health store.  
🔗 <https://healthsourcemart.com/>

**Mobile App (Android)**  
Mobile shopping app for a health store.  
🔗 <https://play.google.com/store/apps/details?id=com.loveleen.finlandia>  
Kotlin, Android Studio

**Iron Energy Drink**  
Made a website using wordpress for a energy drink company sponsored by Mike Tyson.  
🔗 <https://ironenergydrinks.com/>