Gurman Singh

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# Summary

An experienced Marketing Professional with proven ability to translate customer requirements and business objectives into marketing strategies and tactics. A highly organized, detail-oriented, and conscientious self-starter, able to strategize and prioritize effectively to accomplish multiple tasks with creativity, enthusiasm and humor.

# Professional Experience

**Advanced Micro Devices (AMD), Toronto, ON July 2016 – Present**

*Product Marketing Coordinator*

* Communicated Radeon Software’s value proposition, messaging and competitive positioning to target customers.
* Created PRDs and worked with Product Management Team to define and deliver product enhancements.
* Collaborated closely with internal teams to develop channel marketing programs, demos and launch events.
* Conducted marketing surveys to anticipate industry trends and competitive landscape and provided recommendations for product features, channels, customers, and new technologies.
* Created marketing content for sales enablement, marketing newsletter and other customer viewable web content.

**Intercept Group,** London, ON Sept 2014 – May 2016

*Marketing Lead and Retail Specialist – Microsoft Technology*

* Managed a cross-functional team to target various markets with targeted individual campaigns.
* Stimulated Microsoft product sales by creating and launching promotions for Software as a Service (SaaS) products.
* Led social media marketing campaigns on Facebook and Twitter to increase brand awareness and purchase intent.
* Conducted market research to gain valuable customer behavior preferences to better serve customers.
* Created online advertising and marketing products to initiate a buzz within specific districts.
* Ensured marketing programs aligned with the overall strategy and vision of Microsoft Canada.

**The University of Western Ontario, London, ON Jan 2015 – May 2016**

*Microsoft Licensing Specialist*

* Worked with licensing and CRM software to sell SaaS.
* Evaluated the software needs of faculty and businesses to increase efficiency.
* Provided products which promoted the integration of accessibility with technology.
* Worked directly with sales agents and used various negotiation and sales techniques.

# Education

Bachelor of Science - Honours April 2016

Concentration: Media, Information and Technology Marketing & Communication

The University of Western Ontario, London, ON

**Medical First Responder with First Aid and CPR (Level C) July 2012**

*St. John Ambulance, Mississauga, ON*

**Community Service**

**St. John Ambulance**  Sept 2011 – Aug 2013

* Trained by a venerable order of St. John of Jerusalem recipient
* Developed advanced first aid techniques which are implemented in community service
* Helped ensure the safety of local events
* Educated children on the equipment we carry

# Extra-Curricular Activities

* University Students Council Counselor (Health Science)
* Maple Leaf Sports and Entertainment (50/50 raffle)
* Varsity ROPSSA Athlete (Soccer)
* Mayor’s Youth and Advisory Committee (Canada Day Financial Manager)