

KARANDEEP CHOPRA

JOURNALIST | DIGITAL MEDIA & MARKETING SPECIALIST



Contact

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Education

- Diploma in Marketing and Digital Media Canadian Business College, ON, Year - 2026.
- Bachelor of Arts Kurukshetra University, India. Year - 2000

Technical Skills

- Adobe Creative Suite (Photoshop, Illustrator)
- Web Design & Development
- UI/UX (Design Thinking)
- SEO (Search Engine Optimization)
- Google Ads (AdWords)
- Social Media Management & Strategy
- Email Marketing & Campaign Scheduling
- Marketing Automation
- Data Analytics
- Campaign Performance Tracking
- Content Creation & Management
- Video Editing & Storyboarding
- Digital Podcasting
- E-Commerce Fundamentals
- Microsoft Office & Google Suite
- CRM (Basic Proficiency)
- Online Survey Tools

PROFESSIONAL SUMMARY

Accomplished media professional with extensive experience in print and digital media, customer service, team management, event coordination and graphic design. Proven track record of collaborating with renowned brands such as Dell International Services, LG Electronics, Sony and leading real estate firms across India and Canada. Expertise in developing effective marketing strategies, planning impactful events, and enhancing brand presence. Adept at designing and producing marketing materials. Recognized for reliability, positive attitude, and clear communication, thriving in dynamic environments and leading teams to drive results. Passionate about leveraging sales, marketing, and design skills, with a commitment to mentoring teams for organizational success.

PROFESSIONAL EXPERIENCE

CN CANADA – Ontario | 2023 – Present

Founder & Digital Marketing Lead

- Manage digital marketing, paid social ads, SEO basics, and analytics for CN Canada.
- Run Facebook/Instagram ad campaigns for awareness and traffic.
- Perform A/B testing; tracked CTR, CPC, Reach, and Engagement.
- Growing my YouTube channel from 0 to 7000+ organic subscribers.
- Have created 40+ videos and 150+ social media creatives.
- Use Meta Insights, and YouTube Analytics for reporting and optimization.
- Create weekly performance reports and shared insights with advisors.
- Manage content and social campaigns across Facebook, Instagram, LinkedIn, and TikTok. designed graphics, improved workflow, and coordinated team tasks.

CHANDIGARH NEWS – India | 2013 – 2023

Head of Sales & Marketing

- Led marketing, content planning, and client relationships for a major media outlet.
- Managed digital campaigns and social media content to increase audience reach.
- Coordinated events, promotions, and vendor activities.
- Conducted market research to support branding and outreach.
- Ensured accuracy and quality of marketing materials.

Professional Skills

- Strategic Thinking & Decision-Making
- Effective Communication
- Problem-Solving & Analytical Thinking
- Market Research & Data Analysis
- Customer-Centric Approach
- Lead Generation & Client Engagement
- Media & Public Relations
- Project Management Adaptability & Flexibility

Languages Known

- ENGLISH : FLUENT
Reading, Writing, Speaking
- Hindi : Fluent
Reading, Writing, Speaking
- Punjabi : Conversational

DELL INTERNATIONAL SERVICES – India | 2006 – 2013

Senior Case Manager

- Managed client communication and resolved complex customer cases, ensuring timely and effective service delivery.
- Addressed customer concerns and escalations while supporting overall team operations.
- Utilized CRM tools to track cases, monitor performance, and improve service processes.
- Supported team members and contributed to improving workflow efficiency and service quality.

VOLUNTEER PROGRAMS

- Fund-raising Campaigns for Food Bank
- Designing of the newsletter for the organization.

Seventh Day Adventist Church – Malton & Bolton

Media & Communications Volunteer

Karandeep
SIGNATURES