

Karanpreet Johar

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About Me

I am a creative, hardworking and self - motivated individual, passionate to start my career in the field of marketing. I have gained experience in the field of Business to Business marketing, Digital Marketing and Project Management by working on case-projects from multiple industries, including education, collaborative software industry, canned wine industry, industrial safety equipment, HR solutions, non for profit, online recruitment agency and events.

Tools : MS-Office (Word, Excel, PowerPoint, Access), Google Ads, SPSS **Languages :** Fluent in English, Hindi and Punjabi and Elementary level French

Education

Simon Fraser University / Burnaby, BC

May 2018 - August 2021

Undergraduate Degree In Business Administration

- Specializing in three concentrations : Entrepreneurship and Innovation, Marketing and Strategic Analysis
- Google Garage Certificate : Digital Marketing
- First Place, Case Competition : Visier - Humanising your Brand, Marketing Accelerator Program 2020
- Participant, Elite Case Competition 2019
- One of the two university sponsored attendees for International Leadership Training workshop : The Art of Leadership for women 2019

University of Fraser Valley / Chandigarh, INDIA

Sept 2015 - April 2018

Diploma In Business Administration

- Founder / President of multiple student organization, including Strategy club, Debate club and Orientation Committee
- Second Runner up at Synergy '18, Business Plan Case Competition at India's top Business School, Delhi University, India
- Only university student to be offered an independent market research project with a professor sponsored external client
- Dean's List for Fall 2017 with a GPA of 4.00 at the University of the Fraser Valley
- One of the only three recipients of the Entrance scholarship for 2015 cohort at University of the Fraser Valley, India

Relevant Work Experience

Participant-Consultant, Marketing Accelerator Program / Simon Fraser University, BC

Jan 2020 - April 2020

- Build In-depth understanding of Digital marketing by working on hands on projects, focusing on marketing strategy, brand strategy, search engine optimization, social media marketing and content marketing
- Gained second highest conversion rate in the cohort in Search engine marketing by creating google ads based on SEMrush analytics
- Provided digital marketing solution to companies from various industries, including Microsoft, Visier, Emotive Beverages.

First-Year Student Experience Coordinator / Simon Fraser University, BC

May 2019 - Aug 2019

- Created engaging station games keeping in mind culture diversities for the orientation program addressing incoming university students
- Designed promotional materials keeping in mind information needs of the incoming high-school and transfer students
- Developed event design for approximate 300 attendees to ensure effective inclusivity of various cultures, ethnicities and

Business Career Coach / Simon Fraser University, BC

Sept 2018 - Aug 2019

- Exhibit critical thinking skills by reviewing resumes, cover letters and LinkedIn profiles of approximately 30 students a month, along with queries related to concentration selection
- Increased student drop-ins by approximately 15% by representing Career Management Centre through various promotional campaigns
- Demonstrate exceptional verbal communication skills by effectively resolving student queries within allotted time

Events Assistant / University of the Fraser Valley, INDIA

Sept 2015 - April 2018

- Ensured efficacious operations through well-ordered location selection and booking, scheduling, seminar coordination, marketing initiatives
- Increased event awareness and audience engagement by 80% through designing creative marketing campaigns
- Directed event production in collaboration with various sponsors, hosts and internal team of 15 people

President, Toastmasters International / University of the Fraser Valley, INDIA

Jan 2016 - Dec 2017

- Successfully ran Vice President Education training sessions for 35 senior industry professionals at a yearly conference
- Increased the club revenue by 15% within the first 4 months in the position by strategically restructuring the current organizational model