Amritjot Singh

Marketing Analyst | Digital Marketing Analytics

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PROFESSIONAL SUMMARY

Marketing Analyst with **4+ years** of experience across digital marketing, campaign analytics, brand management, and marketing coordination. Reviews campaign performance and tracks KPIs in Google Analytics, Power BI, and Excel, then turns the findings into practical recommendations for marketing and product teams. Has managed promotional campaigns and content calendars, with a focus on conversion rates, customer engagement, and campaign results.

TECHNICAL SKILLS

Campaign & Content Coordination: Campaign Planning and Execution, Marketing Calendar Management, Content Scheduling, Social Media Management, Email and SMS Marketing, Promotional Campaigns, Lead Generation, Mailchimp, HubSpot

Paid Digital & Analytics: Google Ads, Meta Ads Manager, Google Analytics, Conversion Tracking, KPI Monitoring, Campaign Performance Reporting, Power BI, Looker Studio, Microsoft Excel

Brand & Creative: Brand Management, Brand Guidelines, Creative Briefs, Marketing Collateral, Content Creation, Visual Asset Management, Canva, Adobe Creative Suite, Figma

Operations & Events: Administrative Support, Database and Records Management, Event Coordination, Vendor Liaison, Community Partner Relations, Market Research, Microsoft Office, Google Workspace

Professional Competencies: Stakeholder Communication, Cross-Functional Collaboration, Project Coordination, Process Improvement, Time Management, Attention to Detail

PROFESSIONAL EXPERIENCE

Marketing Analyst **Sept 2026 – Present | Canada**

Wealthsimple

- Analyze digital campaign performance and refine audience targeting and messaging, contributing to an 18% improvement in conversion rates.
- Built Power BI and Excel dashboards that consolidate marketing KPIs and cut manual reporting time by 40%.
- Review customer journey data with product stakeholders to improve messaging, raising onboarding completion by 12%.
- Coordinate campaign deliverables with marketing and product teams to keep messaging, brand standards, and deadlines aligned.
- Prepare campaign performance summaries and channel insights that inform marketing planning and budget allocation.

Marketing and Brand Coordinator **Jan 2025 – Aug 2026 | Canada**

Organic Warehouse

- Coordinated seasonal promotions and digital campaigns, contributing to a 20% increase in audience engagement.
- Managed content calendars and promotional deliverables, improving on-time campaign execution by 25%.
- Reviewed website and social media performance to find content opportunities, supporting a 15% lift in social media engagement.
- Created marketing collateral for digital channels and promotions while keeping brand messaging consistent.
- Organized creative assets, marketing records, and campaign documentation, cutting time spent locating materials by 30%.

Creative Lead **Sept 2024 – Dec 2024 | Canada**

Evolve Branding

- Coordinated creative projects from briefing to final delivery, improving on-time delivery of creative assets by 20%.
- Standardized creative review and feedback workflows, reducing revision cycles by 15%.
- Wrote creative briefs and marketing concepts aligned with brand objectives, audience needs, and campaign priorities.
- Worked with designers and stakeholders to review assets, maintain brand consistency, and meet project deadlines.

Marketing Specialist **Jan 2021 – Mar 2023 | India**

Mphasis

- Managed Google Ads and Meta Ads campaigns, using audience targeting and creative testing to contribute to a 30% increase in lead generation.
- Analyzed website traffic and campaign data in Google Analytics and Excel, identifying changes that contributed to a 15% improvement in lead conversion.
- Built recurring marketing performance reports that reduced manual reporting effort by 35%.
- Improved campaign documentation and tracking processes, reducing reporting errors by 25%.
- Coordinated campaign calendars, digital content, and promotional materials to keep messaging consistent across channels, working with internal stakeholders to align campaigns with business goals.

EDUCATION

Post-Graduate Diploma in Business Management **Dec 2024**

Vancouver Community College | Vancouver, British Columbia, Canada

Bachelor of Business Administration in Marketing **Jun 2021**

Panjab University | India