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# Amrit Kaur

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Marketing Portfolio: [amritkaurr.com](http://amritkaurr.com)

## SUMMARY

Enthusiastic and dedicated professional with a natural talent for relationship building and proven track record of establishing strong professional relationships with small and medium-sized businesses (SMBs) by successfully advising and executing marketing campaigns that enhance traffic, awareness, and sales. Hands-on experience has refined my expertise in marketing and project management.

## SKILLS

Canva — Social Media Ads — Marketing Strategy — Market/Consumer Research — B2B/B2C Sales — Business Analytics — Advanced experience with Microsoft Office Suite — Communication skills—

Multimedia skills via Adobe Photoshop — Creating flyers, brochures, infographics — Analytical

**Concepts:** Content marketing; SEO, PPC; Google Analytics; Facebook Insights (CRMs); MailChimp

## PROJECTS

### Content Marketing Plan | [Linked here](#)

- Summary: Researched, designed, and presented a content marketing plan for Twisted Thistle Apothecary which included a business overview, content audit, keyword & content gap analysis, content ideation and display mockups for marketing channels such as Yelp, Facebook, Instagram.

### Marketing Budget Plan | [Linked here](#)

- Summary: Researched, designed, and presented a digital marketing plan for Museum of 3D Illusions which included a strategic competitive analysis, methods to increase offline/online sales, marketing budget breakdown and tactical recommendations to market service.

## PROFESSIONAL EXPERIENCE

### Outreach Director

08/2024-Present

### Foreign House

(Remote) Lansing, MI

- Developing and implementing outreach strategies to promote product, coordinating marketing and public relations efforts to enhance the visibility and reputation of brand
- Leading outreach campaigns and initiatives to drive sales and user engagement.
- Conducting research analysis to inform product and market strategies.

### Digital Marketing Intern

01/2024 - 05/2024

### VX Holo Holographic Projection Services

(Remote) New York, NY

Key responsibilities included research & database management, creation, execution, and optimization of email campaigns to engage subscribers, drive conversions, and build customer loyalty.

#### Key Accomplishments:

- Drove proactive engagement and B2B sales through email marketing campaigns on MailChimp to 70+ businesses within 5 months.
- Conducted A/B testing and retargeting campaigns. Strategically pitching 100+ leads from market research to build relationships, grow customer outreach, and sales.
- Utilized Google Analytics, and Google Tag Manager to track key performance indicators.

### Media Intern

06/2022 - 02/2023

### Rose Wellness and Spa

San Mateo, CA

Key responsibilities included redesigning and updating websites; determining keywords; performing cost-benefit analysis; customer's service online.

### Key Accomplishments:

- Managed key digital marketing strategies across social media, display, and search channels to boost awareness, sales and customer growth by +35% over 9 months.
- Improved user experience, crafted social media content, and managed paid advertisements such as Google Ads and Facebook Ads.
- Launched a revamped business website through Wix with tailored landing pages. Incorporated an educational blog that fostered community and business growth.
- Achieved a remarkable +30% surge in customer product sales by establishing an e-commerce website for nutritional supplements via Shopify and orchestrating impactful B2C sales.
- Managed and executed event coordination for small business expos by providing on-site leadership during events, addressing any issues promptly to maintain a seamless experience.

### Campus Ambassador

01/2022 - 05/2022

### Pineapple Labs

San Francisco, CA

Key responsibilities included promotion and marketing, user engagement, networking, relationship building, and brand representation.

### Key Accomplishments:

- Expedited 500+ app downloads from our target market, and expanded brand awareness in a team of 4 people through on-campus activations like event pop-ups
- Boosted user sign-ups by 40% through leveraging partnerships with 5+ campus clubs, departments, and sororities to expand brand visibility across campus

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## EDUCATION

UC Berkeley Extension, Berkeley, CA

Expected: 06/2024 - 10/2024

### Digital Marketing Certification

University of San Francisco, San Francisco, CA

Completed: 08/2019 - 05/2023

### Bachelor of Science in Business Administration (BSBA) in Marketing, Minor: Economics

## CERTIFICATIONS

Skillshop, Google Ads Search | HubSpot Academy, Social Media Marketing | Stukent, Digital Marketing

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## VOLUNTEER EXPERIENCE

### Marketing Committee on Campus Activities Board at USF | San Francisco, CA 08/2021 - 05/2023

Key responsibilities included coordinating and marketing university wide events at University of San Francisco (USF) to engage 11,080 students in 20+ events. Lead student activities at events to ensure a fun and happy environment. Create engaging content on TikTok & Instagram. Prioritized student experience and relationship building.

### Garden Volunteer at University of San Francisco | San Francisco, CA

12/2022 - 08/2023

Key responsibilities included monitoring the health of plants, weeding, and watering to maintain the community garden.

### Fundraising Volunteer at The Leukemia & Lymphoma Society | San Jose, CA

12/2017 - 03/2018

Key responsibilities included working in a collaborative team as a part of the SOY program, in which we raised \$18.5K+ in donations for The Leukemia & Lymphoma Society.

### Office Volunteer at Kaiser Permanente | Gilroy, CA

01/2017 - 02/2018

Key responsibilities included computer work, filing, and other services needed around the office.