

**Ratinder Kaur**

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### **Professional Summary**

**Brand & Social Media Specialist** with hands-on experience delivering short-form video, digital campaigns, and website content that drives measurable engagement and growth. Proven ability to manage end-to-end content production from strategy and scripting to analytics and optimization—across Instagram, TikTok, and web platforms. Strong background in storytelling, UX-focused content, and audience-first messaging for diverse communities.

### **Core Competencies**

**Core Marketing Skills:** Brand & Content Strategy, Short-Form Video (Reels, TikTok), Campaign Planning & Execution, Audience Engagement & Community Building, Performance Tracking & Optimization

**Tools & Platforms:** Adobe Creative Cloud, Canva, Figma, Meta Business Suite, Google Analytics, HTML, CSS, JavaScript, Wix, SEO (On-page Optimization), Google Merchant Center

**Languages:** English, Punjabi & Hindi

### **Work Experience**

#### **Good Stuff- Marketing Specialist**

##### ***Present***

Support in-store and digital marketing campaigns to increase brand visibility.

Assist with social media content, paid ads, and basic PPC execution.

Help coordinate in-store promotions and special events.

Track marketing metrics and share performance insights with management.

Collaborate on new marketing ideas and support daily marketing operations.

#### **DSV – Warehouse Associate**

##### ***July 2024 - Present***

Performed accurate order picking and packing to meet quality and productivity standards.

Handled pre-hospital and medical supply shipments, ensuring correct items and quantities.

Conducted error reconciliation by identifying and resolving picking/packing discrepancies.

Followed health and safety protocols while maintaining an organized warehouse environment.

## **UI/UX Designer — Sellars Chiropractor & Wellness (CO-OP)**

***Sept 2025 – Dec 2025***

- **Contributed to acquisition of 3 new clients within 2 weeks by improving UX clarity, CTAs, and content structure.**
- Redesigned key website pages to improve user flow, readability, and conversion.
- Rewrote UX copy and microcopy to support clearer decision-making.
- Implemented on-page SEO and accessibility-friendly semantic HTML.
- Monitored engagement metrics to guide iterative improvements.

## **Web Designer — Clarity Financial**

***June 2023 – July 2023***

- **Delivered a fully functional, user-friendly website that strengthened online presence.**
- Improved site usability and professionalism, supporting stronger client trust and online visibility.
- Redesigned the full website and migrated it to Wix for improved reliability and usability.
- Updated site structure, navigation, and content placement for a smoother user journey.
- Implemented on-page SEO including meta tags, headings, and keyword optimization.
- Ensured cohesive branding and professional visual design across all pages.
- Monitored engagement and functionality post-migration to ensure seamless performance.

## **Social Media Manager — Splymark**

***May 2023 – Dec 2023***

- **Achieved 50% follower growth in 3 months through optimized short-form content.**
- Analyzed performance metrics to continuously refine content strategy and improve reach.
- Managed end-to-end social media strategy, content planning, posting, and engagement.
- Built and maintained a structured content calendar aligned with brand goals.
- Scripted, shot, and edited short-form video content for Instagram and TikTok.
- Created cohesive graphics, reels, and posts aligned with brand storytelling.
- Monitored trends and optimized content formats to maximize reach.

- Engaged with followers to build trust and community.

### **Content Writer & Photographer — Lovely Professional University**

**2018- 2019**

- Wrote editorial content for official university platforms.
- Produced event photography aligned with institutional branding.
- Collaborated with internal teams to identify content opportunities.
- Delivered high-quality content under tight deadlines.

## **Education**

**Conestoga College — Kitchener, ON**

**Interactive Media Management – Interactive Design**

*May 2025 – Dec 2025*

**Media Foundations — Honour's List**

*Sept 2024 – Apr 2025*

**Chandigarh University — Mohali, Punjab**

**M.Sc. Animation & Multimedia Technology**

*Aug 2021 – May 2023*

**Lovely Professional University — Jalandhar, Punjab**

**BA in Journalism & Mass Communication**

*July 2018 – May 2021*

## **PROFESSIONAL DEVELOPMENT**

*Attract and Engage Customers with Digital Marketing — Google*

*Foundations of Digital Marketing and E-commerce — Google*