

# MANDEEP SINGH

Bachelor of Business Administration – S.P Jain School of Global Management  
604, 1 Waterways Street, Wentworth Point, NSW, 2127  
**+61 470 621 744, mandeepbagga97@gmail.com**

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I am a highly motivated and enthusiastic individual with a flair for Marketing and Sales. I have developed skills in the field of Digital marketing, Graphic Design, Market Research, Customer Service and Providing Administration Support.

I have prior experience in Business Management and have been actively involved with various companies in developing online presence and expansion. Furthermore, I have completed my Education in a Tri City Model Course giving me deep Understanding of Business's in Different Demographics around the World. Making me fit to adjust perfectly in an Inclusive Work Environment.

## **Education**

**S.P. Jain School of Global Management.**  
Bachelor of Business Administration (Global BBA)  
(India, UAE, Australia)  
Marketing (Major), Entrepreneurship (Minor)

**Sept'15 – May 2019**

## **Work Experience**

**Marketing Coordinator at CC Builders, Sydney**

**Aug 2019 – Oct 2020**

- Design and Launch a new Website for the business.
- Built an online Presence for the brand on Social Media.
- Digital Content Creation and Social Media Campaign Strategy
- Market Research and Retargeting through Social Media and Email Marketing
- Search Engine Optimization and Backlink Integration.
- Diary Management, Booking Meeting, Taking Inbound Calls and Providing Admin Support.

**Start Up - Gryd Digital Marketing Solutions, Sydney**

**May 2019 – May 2020**

- Created a lead Magnet Channel for the Company Built an online Presence for the brand on Social Media.
- Designed the Company's Website and Implemented SEO on Homepage
- Created Online Presence for the Company through Online Ads Campaign and social Media Marketing. Search Engine Optimization and Backlink Integration.

- Direct Strategy Formation with Clients & Monitor the Progress on Daily Basis Across All Marketing Channels.

**Trades Assistant at National Workforce, Sydney**

**Sept 2018 – July 2019**

- Accountable for Pick Packing Items, Working towards KPI's, Updating and Inputting Data into Company programmes as well as Steering General Warehouse Maintenance Duties
- Maintain a Positive Environment, Cleanliness in the Warehouse
- Rendering Assistance with Installation & Maintenance of Equipment; Operating them to aid in Plant Processes and Performing routine maintenance checks.

**Sales Consultant at JB Hi – Fi**

**Oct 2017 – Jan 2018**

- Greet and Assist Customers.
- Educating Client on the Current Offers and New Products.
- Maintain a Positive Environment, Cleanliness and Stock in the Store.
- Packing and Dispatching Online Orders

## **Internships**

**Marketing Intern at Export Connect Sydney**

**Jan 2019 – April 2019**

- Created a Product Launch Strategy for the New Pink Chocolate (Ruby Mac) in Australian Market
- Conduct Online and Offline Surveys to find the Suitable Distribution Model for the Product.
- Conduct Market & Competitive Research for Product Placement Strategy
- Design the Logo and Packaging of the Product
- Distributing Free Samples and Follow Up to get a better insight from the Consumers.

**Sales Consultant at Du Telecommunications, Dubai**

**May 2017 – July 2017**

- Taking Inbound Calls and assisting customer.
- Educating Client on the Current Offers and New Products.
- Conduct Surveys.

## **SKILLS**

### **Languages:**

- English (Fluent), Hindi (Fluent), Punjabi (Fluent) and Urdu (Fluent)

### **Individual skills:**

- High interpersonal skills
- Sales and Business Development Acumen
- Disciplined, punctual and high problem-solving skills
- Structured and Organized approach.
- Creative and Well Versed with Technology
- Understanding of Software Implementation and Usage.
- Quick Learner

### **Computer Proficiency:**

- Microsoft Excel, Word and PowerPoint.
- Web Development
- Adobe Photoshop, Illustrator and After Effects.
- Search Engine Optimization Tools.
- Client Relationship Management Software

## **REFERENCE**

\_Available on request