

Gurleen Matharu

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PROJECTS

HubSpot x LinkedIn Ambassador Program

- **Advertising:** Throughout 6 bootcamp lessons to learn about LinkedIn advertisements from experts. Learned about bidding, ad copy, graphics, target market, lead generation, with forms, and landing pages.
- **Teamwork:** Often paired with teams to work on advertising techniques and design elements for work assigned.
- **International Client Work:** A key aspect of this program is being paired with a client through HubSpot. The project entails creating and implementing LinkedIn advertisements for our clients business.

EXPERIENCE

Digital Marketing Assistant

Yellow Jacket Digital Agency

Berea, OH

Oct. 2023 - Present

- **Content Creation and Management:** Creating engaging social media content. Drafting and scheduling email and SMS campaigns to ensure brand consistency.
- **Conversion Rate Optimization:** Evaluated website content and reviewed analysis of user experience data.
- **Collaboration:** Weekly meetings with cross-functional teams.
- **A/B Split Testing**

Account Specialist

Digital Marketing Center

Berea, OH

Sep. 2023 - Present

- **Team Collaboration:** Teams strategize to help benefit and optimize our clients business and media presence.
- **Brand Audit:** Analyzed existing content, competitors, content plans and ideas, to formulate new strategies.
- **SEO:** Tools used to help effectively plan an organized strategy to pass on to the client for them to implement.

Social Media Intern and Event Coordinator

Rebecca Adele and PR Events

Solon, OH

Sep. 2023 - Dec. 2023

- **Advertising:** Introduced new branding promotions ideas. Developed e-blasts and newsletters for events and new products.
- **Social Media Management:** Posted live social media content such as Instagram and Facebook stories and posts. Created social media plans and scheduled posts weeks/months in advance through Hootsuite and Meta Business Suite.
- **Event Management:** Managed booths, customer interactions/service, and in charge of collecting payments, whilst posting on social media.

Social Media Intern

College of Education & Health Sciences

Berea, OH

Sep. 2022 - May 2023

- **Social Media Content Design:** Designed media posts for the school's Instagram page. Saw increases in followers and engagement such as likes, comments, and shares.
- **Organic Social Management:** Created and monitored a social media calendar to track weekly posts to their Instagram page.
- **Contact Outreach:** Discussed with Dean and other professors to choose students for their Instagram page. Interviewed 40 students to collect the information needed to design Instagram posts.
- **Executive Council:** Met with the Dean weekly to share updates, design and project ideas, and to share new innovative and creative ideas.

EDUCATION

Baldwin Wallace University

Bachelors of Arts

Berea, OH

Class of 2024

- Digital Marketing major and Communication Studies minor

SKILLS: Interpersonal Communication, Organized Leadership, Problem Solving, Teamwork, Adaptability

CERTIFICATIONS: Google Analytics, Excel (iACT), Bloomberg Market Concepts, LinkedIn Marketing Solutions Fundamentals, HubSpot: Social Media Marketing, Email Marketing, Content Marketing, SEO, Digital Advertising, and Marketing Software.

LANGUAGES: English, Punjabi (fluently speak/translate).