DHEERAJ PRADEEP

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**SKILLS**

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| **Technical Knowledge:** Google Analytics, Google Ads, Google Suite Products, Shopify Plus, Adobe Creative Suite, Hubspot, MS Office, Email Marketing, Copywriting, Social Media Marketing, PowerPoint, SaaS, CRM, B2B |
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| **Soft Skills:** Attention to detail, Self-Starter, Collaboration, Problem solving, Organizational skills, Multitasking, Teamwork, Time Management, Presentation Skills, Communications, Sales and Marketing, Decision making.  |

**WORK EXPERIENCE**

**Marketing Coordinator - Candy Foundation (NPO)** Vancouver, British Columbia AUG 2024 - Present

* Develop, create, and schedule engaging content tailored to each platform (Facebook, Instagram, X, LinkedIn etc.)
* Brought in a 25% increase in social media followers and a 15% boost in overall engagement.
* Track performance metrics like engagement, reach, and conversion rates.
* Monitored all social media channels using social listening tools and created monthly reports to improve content strategy.

**Customer Service Representative** | **The Vancouver Golf Club,** Coquitlam, BC APRIL 2023- present

* Handled membership accounts, payments, invoices, and provided exceptional support to high-value clients.
* Oversee the processing of payments and invoices, ensuring accuracy and compliance with club policies.
* Manage the merchandising of club products, including inventory tracking and restocking.
* Collaborated with cross-functional teams to enhance stakeholder relationships and club operations.
* Tracked 400+ membership stats and generated reports for senior management using club management software

**Marketing Coordinator (Project) | Huntington Society of Canada (NPO)** | Waterloo, Ontario JAN 2024 - APRIL 2024

* Designed a customized NPO marketing funnel to gain donations and major emphasis on donor retention.
* Automated reports using GA4 and Excel to track campaign success and website traffic.
* Developed a Social Media Strategy with the help of a social media calendar.
* Created an SEO Plan to improve social media marketing and search engine rankings.

**Market Researcher (Project)** | **VRES (NPO)** | Vancouver, British Columbia JAN 2024 - APRIL 2024

* Developed, planned and executed a summer campaign for K-12 students based on thorough market research
* Developed and executed a content strategy and copy to match architecture quality and flow.
* Utilized tools such as Adobe Photoshop and Canva for creating campaign posters.
* Generated reports and insights using Google Analytics and Excel to inform content strategy.
* Tracked and developed a list of performance metrics and KPIs to evaluate the success of the summer campaign

**Accounts Receivable Specialist | Atlas Safety Products, Dubai, U.A.E** JULY 2019 – AUGUST 2022

* In charge of tracking payments with customers and following up for payments for outstanding balance.
* Implemented a debt recovery system and successfully recovered a total outstanding debt of CAD370k
* Streamlined billing procedures by implementing automation tools and ERP software.
* Regularly reconciled accounts to ensure accurate financial records, quickly identifying and resolving discrepancies.

**CERTIFICATIONS**

**Email Marketing Certification** | HubSpot Academy 2024

**Certified Digital Marketing Associate** | DMI 2023

**Social Media Marketing Certification** | Hootsuite 2023

**AI-Powered Shopping Ads Certifications** | Google Digital Academy 2023

**EDUCATION**

**Master of Business Administration** | University Canada West, Vancouver March 2024

 **Concentration 1:** Digital Marketing & E-commerce **Concentration 2:** Project Management

**BA Honours: Accounting & Finance** | Middlesex University U.K, Dubai April 2019