

GURU-ANTER KHALSA

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SKILLS

Google Analytics | Google Ads | Google Campaign Manager | Excel | Meta Ads Manager | TikTok Ads Manager | Snapchat Ads Manager | Wordpress | Squarespace | A/B Testing | Adobe Rush | Looker Studio

WORK EXPERIENCE

LIVE NATION ENTERTAINMENT, VANCOUVER BC

DIGITAL MARKETING SPECIALIST, MARCH 2024 – PRESENT

PAID MEDIA COORDINATOR, MAY 2022 – MARCH 2024

- Analyze campaign performance data to deliver actionable insights, driving continuous optimization of digital strategies and ensuring consistent progress updates to the Marketing Director.
- Create comparison reports to monitor KPIs across platforms, assessing campaign effectiveness and supporting data-driven decisions.
- Standardize data from multiple vendors into a centralized database, facilitating efficient cross-campaign analysis and reporting.
- Implement tracking pixels and set up GCM tracking tags to enable comprehensive tracking of ad performance and conversions.
- Leverage Google Analytics to measure website traffic and evaluate campaign impact, informing strategic adjustments to enhance results.
- Build custom dashboards in Looker Studio to visualize key campaign metrics, improving data transparency and accessibility for stakeholders.
- Organize and manage shared calendars, tracking documents, and project management platforms to streamline campaign workflow and collaboration.
- Collaborate across departments including finance, talent, production, and ticketing, to ensure process efficiency and consistent messaging across digital channels.

RESTORE HUMAN

FREELANCE BRAND CONSULTANT + WEBSITE DESIGNER, DECEMBER 2023 - AUGUST 2024

- Designed and launched brand-aligned websites on WordPress and Squarespace, enhancing user experience and ensuring consistent brand identity.
- Refined client messaging to highlight unique selling propositions, driving increased online booking conversions.
- Performed keyword research to boost website discoverability and improve organic search rankings.
- Created mood boards to establish a cohesive visual brand identity across digital and print platforms.
- Tested and optimized creative assets on social media to identify content that resonated most effectively with target audiences.
- Collaborated with business owners to develop targeted social media strategies, increasing brand visibility and attracting ideal clients.

BHANGRA WITH GA, VANCOUVER BC (@BHANGRAWITHGA)

FOUNDER AND DANCE INSTRUCTOR, JANUARY 2022 – PRESENT

- Founded and grew a Bhangra dance class in Vancouver, establishing a dedicated community through consistent weekly sessions and engaging instruction.
- Marketed classes on social media platforms to enhance visibility, grow awareness, and attract a diverse group of new students.
- Managed class finances, including setting budgets, pricing, and overseeing expenses to ensure the sustainability of the program.
- Coordinated and hosted special events and workshops, providing students with opportunities to expand their skill set and grow as dancers.

REFORMOTIV PHYSIO + PILATES, VANCOUVER BC

SOCIAL MEDIA MANAGER, FEBRUARY 2021 – FEBRUARY 2022

CLIENT SERVICES COORDINATOR, SEPTEMBER 2020 – FEBRUARY 2021

- Collaborated with health professionals to create educational, brand-aligned content, enhancing the clinic's online credibility and presence.
- Integrated content planning by consolidating three platforms into a single system for streamlined posting and management.
- Aligned social strategy with new business KPIs through regular consultations with the Marketing Manager.
- Developed a performance tracking system in Google Sheets to analyze key social metrics.
- Showcased company culture through Instagram and Facebook posts, attracting new clients and hires.
- Organized a giveaway event and partnered with a local naturopathic clinic, expanding community engagement

EDUCATION

BBA, BUSINESS MANAGEMENT, LANGARA COLLEGE SEPTEMBER 2015 – APRIL 2022

- LSU Langara School of Management Scholarship
- LSM Excellence Scholarship