

# EKAMBIR SINGH KAKKAR

+1 365-777-4844 | [ebsingh13@gmail.com](mailto:ebsingh13@gmail.com) | [www.linkedin.com/in/singhekambir](http://www.linkedin.com/in/singhekambir) | <https://www.ekambirsingh.com/>

## EDUCATION

**Digital Marketing Bootcamp Certificate**  
University Of Toronto Continuing Studies

May 2022 - Sept 2022

**Bachelor's of Commerce Honors(Marketing)**  
York University

Sept 2016 - Aug 2020

## EXPERIENCE

### Junior Project Manager

**Wunderman Thompson, – Toronto, ON**

**April 2023 - Present**

**Client: Volkswagen Canada**

- Manage over 10 projects at a point in time with cross-functional teams, supporting CRM, Social, and Digital deliverables.
- Led tracking and managing analytics for project reporting with the help of the data team. Presented results to the team internally during weekly scrums.
- Managed and lead weekly scrums for ongoing Loyalty CRM campaign. Campaign includes over 30 emails and are deployed on the basis of where the customer is in the loyalty journey.
- Tracked and reported on project milestones, budget burn, project effort, duration to completion and key metrics for projects costing over \$200k.
- Work with the creative, client service, data and development teams to manage expectations and act as a liaison for successful delivery of the project.

### Customer Experience Manager

**ResQ – Toronto, ON**

**Aug 2021- April 2023**

- Manage an Enterprise account and maintain relationships with Area Managers, Regional Managers, Director of Operations and Head of Development.
- Continuously educate our clients on ResQ's service offerings and identify growth opportunities.
- Help the client with the expansion and onboarding of new units, as well as training new senior employees to get the best out of the platform.
- Use data to work with the product team to introduce initiatives and take these initiatives to the finish line by collaborating with internal teams like Biz Ops, Marketplace operations and Sales.
- Analyze customer and partner data to help discover ongoing process gaps and work towards building systems to fill these gaps.
- CTR was 4.77%, and the conversion rate on form completion was 5.31%.
- Constantly met customer health metrics and finished Q4 at 6.3% for the defect rate, whereas the goal was 9%.

## Skills

**Tools:** Monday.com, Microsoft Smartsheet, Celoxis, Jira, Confluence, Salesforce, Google Analytics, Google Ads, Google Tag Manager, SEMrush, Meta Ads, LinkedIn Ads, WordPress, Canva, Unbounce, Microsoft Suite Applications, Looker.

**Concepts:** Project Management, Resource Management, Budget Planning, A/B testing, Forecasting, Conflict Management, Cost Management, Content Ideation and Strategy Customer Experience, Relationship Building, Market Research.