



# KARAN SHARMA

Marketing, Sales & Web Solutions Professional

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📍	Vancouver, BC

## PROFESSIONAL SUMMARY

Resourceful and results-driven professional with a multidisciplinary background spanning web design, digital marketing, sales, and business administration. With a degree in Management Economics & Marketing and over 7 years of combined experience, I specialize in building high-converting websites, managing end-to-end marketing campaigns, streamlining operations, and delivering top-tier customer experiences. Known for blending creative thinking with analytical insight to drive business growth in fast-paced, client-facing environments.

## EXPERIENCE

### Digital Marketing & Web Specialist

2019-Present

#### Freelance | Vancouver, BC

- Designed and developed responsive, SEO-optimized websites for small businesses using WordPress, HTML/CSS, and JavaScript.
- Planned & executed successful PPC campaigns across Google Ads & Facebook/Instagram, consistently generating leads & demonstrating measurable ROI.
- Created and managed engaging content for websites, blogs, email newsletters, & social media, significantly improving client visibility & engagement.
- Provided business clients with tailored consulting on branding, digital presence, and automation tools.
- Provided tailored consulting to business clients on branding, digital presence, and automation tools, enhancing their operational efficiency.
- Delivered end-to-end project execution, encompassing strategy development, copywriting, design, performance tracking, and comprehensive client training.

### Retail Customer Experience Representative

Jan '24 - Sep '24

#### Rogers/Fido/Shaw | Duncan, BC

- Drove customer engagement and product adoption for mobile, home services, and device upgrades, leveraging strong product knowledge and customer-centric strategies to achieve business objectives.
- Delivered personalized telecommunications solutions by assessing client needs and positioning bundled offerings.
- Maintained accurate transaction records and processed activations, contracts, and billing queries using CRM and internal systems.
- Cultivated customer loyalty and retention through proactive follow-up outreach and comprehensive post-sale support.
- Contributed to a collaborative, fast-paced retail environment focused on service excellence and growth.

### Small Business Sales Specialist

2017-2019

#### Rogers Communications | Milton, ON

- Spearheaded prospecting, onboarding, and account management for small business clients, increasing new customer acquisition by 20% in Year 1.
- Executed in-depth needs assessments and engineered tailored telecommunications solutions, ensuring alignment with client budgetary constraints and operational objectives.
- Utilized CRM platforms to meticulously monitor pipeline activity, manage client interactions, and streamline follow-up processes, contributing to a 95% client retention rate.
- Orchestrated pricing & service agreement negotiations, successfully enhancing deal sizes by 15% through strategic, value-based upselling.
- Collaborated with internal marketing teams to streamline client experience.

## EDUCATION

Bachelor of Commerce  
Management Economics & Marketing  
University of Guelph  
2014-2019

## WEB/DESIGN SKILLS

- WordPress
- HTML & CSS
- UI/UX Fundamentals
- Adobe Suite
- SEO Expertise
- Canva
- Elementor

## MARKETING SKILLS

- Google Ads
- Meta Ads Manager
- Mailchimp
- Funnel Development
- Content Strategy
- HubSpot
- Salesforce
- Social Media
- Lead Magnets
- Analytics & Tracking

## ADMIN SKILLS

- Microsoft Office
- Google Workspace
- Trello
- Monday
- QuickBooks
- Wave
- Calendar Management

## SALES SKILLS

- Needs-Based Selling
- Loyalty & Retention
- Rapport Building
- CRM Utilization
- Consultative Selling
- Up-Selling

## LANGUAGES

- English
- Punjabi
- Hindi
- Urdu