



Gurdev Singh

Social Media Manager

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Creative and data-driven Social media and Digital marketing specialist with experience in content production, paid social, and AI-powered workflow automation. Skilled in campaign analysis, audience engagement, and performance metrics optimization, I leverage my MBA in Digital Marketing and extensive experience across various platforms to enhance brand visibility and client interaction. Fluent in English and Danish (A2 certified – actively progressing).

Skills

Paid Social Campaign Management (Meta Ads)
Campaign Setup & Optimization
Data Analysis & Performance Reporting
A/B Testing
Audience Targeting & Segmentation
SEO & AEO optimisation
Client & Stakeholder Communication

Tools

Google Analytics
Meta Ads Manager
Data analysis tools
Content Scheduling Tools
Claude
Figma (Basic)
Chat GPT
AI-powered Marketing & Content Creation Tools
Canva
Social Media Platforms
MS Office Suite

Languages

Work experience

Self-employed

[GM Digital Consulting, Aarhus](#)

January 2026

Current

- Cultivated strong client relationships, ensuring repeat business and satisfaction with local clients in Aarhus
- Services offered: brand building, content creation for social media platforms and paid social advertisement on meta platforms

Social Media Manager

[DiaSock, Aarhus](#)

October 2025

January 2026

- Executed and optimized paid social campaigns aligned with brand growth strategy
- Managed day-to-day campaign setup, targeting, budgeting, and optimization in Meta Ads
- Monitored performance metrics including engagement rate, CTR, and conversions
- Analysed campaign data to identify trends and provide optimization recommendations
- Developed targeted content strategies to improve organic growth and audience interaction
- Reported performance insights and recommended improvements to maximize ROI

Volunteer

[Kræftens Bekæmpelse, Aarhus](#)

October 2025

December 2025

I volunteered at the back-end of the store which included handling of incoming donations and pricing on the storefront.

Relocation Break

[Denmark](#)

May 2024

September 2025

Danish (intermediate)

English (advanced)

Hindi (bilingual)

Certifications

Fundamentals of Digital Marketing (GOOGLE)

Interests

Curiosity and continuous learning

Cultural enrichment through travel, food and people

I took a career break while relocating to Denmark, to clear A2 levels in Danish and pass the Medborgerskabsprøve.

Business Development Executive

[Bajwa Immigration Consultants](#)

November 2022

April 2024

- Defined long-term strategic initiatives and translated business goals into measurable execution plans
- Conducted market and competitor analysis to identify performance improvement opportunities
- Managed key accounts and improved client relationship management processes
- Generated new business through structured outreach and networking strategies

Digital Marketing Intern

[Reliance Retail](#)

July 2020

August 2020

- Supported execution of social media marketing campaigns for retail promotions
- Assisted in organizing digital engagement activities including webinars
- Analysed campaign performance and supported reporting activities

Digital Marketing Intern

[NK Aggarwal Joints & Spine Centre, Jalandhar](#)

May 2020

July 2020

- Executed digital promotion campaign "Digital Footprints to Footfalls"
- Increased Twitter following by 1000+ users through strategic content planning
- Managed Facebook, Instagram, LinkedIn, and YouTube promotional activities
- Supported email marketing, blog development, and visual content creation
- Contributed to improved online engagement and digital brand visibility

Education

MBA - Specialisation in Digital Marketing

[Lovely Professional University, India](#)

2019

2021

Grade: CGPA: 8

Has been approved by Danish authorities.

BBA(Hons)

[Lovely Professional University, India](#)

2010

2013

Bachelors of Business Administration.