



Gurman Preet Singh

PhD Candidate | **Digital Marketing**  | **Counselling**  | **Web Design** 

 Jalandhar, Punjab, India

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◆ About

Results-driven and analytically minded **PhD candidate in Business Administration**, with over **5.5 years of marketing experience in Germany**, including **3 years of part-time video consultancy** and **2 years on freelance online platforms**.

Adept in digital ecosystems, sustainable business solutions, and UI/UX-led digital transformation. Known for delivering high-performing strategies in SEO, branding, and online customer journey design. Deeply passionate about aligning technology with human behavior to create impactful business growth.

◆ Skills

- **Digital Marketing:** SEO, SEM, SMM, Email Marketing, Funnels
 - **Web Technologies:** HTML, CSS, WordPress, Responsive Design
 - **Creative & UX:** UI/UX Wireframing, Branding, Content Strategy
 - **CRM Tools:** HubSpot, Zoho, Shopify, Google Analytics
 - **Teamwork & Leadership:** Staff Training, Performance Monitoring
 - **Counselling & Consultancy:** Video-based advisory for startups and SMEs
 - **Languages:** English GB | Hindi IN | Punjabi   | German DE (A2)
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◆ Experience

□ Team Lead – Food Logistics

FlaschenPost, Berlin, Germany

Jun 2023 – Feb 2025

- Oversaw logistics and food department coordination including staffing, inventory, and quality assurance.
- Fast-tracked promotion from Picker → Specialist → Team Lead within a year.
- Introduced team performance audits and operational feedback loops.

🌐 Freelance Digital Marketing Consultant

GurmanMarketing.com & GurmanFlix.com

2022 – Present

- Consulted SMEs and international clients across e-commerce, FMCG, and education.
- Specialized in SEO-led web development with integrated analytics and user-focused interfaces.
- Built brand identities, optimized ad spends, and increased conversions via content funnels.

🗣️ □ Part-Time Video Consultant (Online Advisory)

Freelance via Upwork & Direct Contracts

2020 – 2023

- Provided personalized consultancy through video meetings for business owners.
- Delivered digital strategies, UX reviews, and marketing roadmaps.
- Helped scale D2C businesses across Germany, UK, and North America.

□ Digital Marketing Executive

SEO Discovery, Mohali, India

2017 – 2018

- Executed keyword strategies, backlinking, and on-page optimization for client websites.
 - Gained mentorship from industry expert **S. Mandeep Singh Chahal**.
 - Managed client reporting, content flow, and site audits.
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◆ Education

🎓 **Doctorate in Business Administration (DBA)**

Assencia Business School, Paris (Online)

In Progress

🎓 **MSc in International Marketing**

University of Law, UK

2023

🎓 **B.Tech – Information Technology**

India

🎓 **Diploma – Computer Engineering**

India

◆ Projects

- **GurmanFlix.com** (Freelance Project) 🎥 – A global entertainment platform with organic user base from US, UK, Canada.
 - **GurmanMarketing.com** 📺 (Video Consultation in EU, CA, USA) – Marketing portfolio website showcasing SEO & client success case studies.
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◆ Academic Engagements

- 🗣️ **Teaching Assistant** (Virtual) – *Collège de Paris, Online*
 - 📄 **Research Presenter** – *Sustainable SME Conference, GISMA Business School, Potsdam*
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