

Taman Oberoi

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Experience

MGadz — Social Media Manager

April 2024 – Present

Mississauga, ON

- **Developed and executed tailored social media strategies for multiple clients**, resulting in a 30% average increase in engagement and 25% follower growth within 6 months across platforms.
- **Fostered client community engagement** by actively managing comments, messages, and reviews, achieving a 95% positive response rate and improving client customer retention by 15%.
- **Tracked and analyzed client KPIs** to optimize campaign performance, increasing click-through rates by 20% and organic reach by 35% on average per client.
- **Managed paid social media campaigns** for clients on platforms like Facebook, Instagram, and LinkedIn, delivering a 4:1 average ROI and generating over 2,000 qualified leads in three months.
- **Maintained consistent brand voice and ensured compliance for each client**, resulting in a 40% boost in audience trust and recognition across client brands.

Altius Immigration — Social Media Manager

February 2024 - Present

Mississauga, ON

- **Developed and led social media campaigns** with informative, engaging content on immigration services, achieving a 35% increase in engagement and 20% follower growth.
- **Created original, informative content** (posts, graphics, videos) to educate potential clients, resulting in a 25% rise in content shares and saves across platforms.
- **Engaged with prospective clients** by managing inquiries and comments, reaching a 90% positive interaction rate and improving client loyalty by 10%.
- **Tracked and optimized social media performance metrics**, boosting click-through rates by 25% and organic reach by 30%.
- **Managed targeted paid social ads**, generating a 3.5:1 ROI and over 1,800 client inquiries in three months.

Meadowlink Employment Services — Human Resources Manager

July 2024 - Present

Mississauga, ON

- **Developed and managed recruitment strategies** to source general, skilled, and semi-skilled labor, reducing time-to-fill positions by 25%.
- **Facilitated onboarding and training** for new hires, increasing productivity and job readiness by 30%.
- **Collaborated with clients** to understand staffing needs and ensure satisfaction, improving client retention rates by 20%.
- **Monitored employee performance** for compliance with standards, reducing client complaints by 40%.
- **Oversaw payroll and benefits administration** for workers, enhancing employee satisfaction and retention by 15%.

Education

Amity University - Bachelor's of Arts - Journalism and Mass Communication (2016 - 2019)

- Recipient of Best Interpersonal & Leadership Skills - Amity University, 2019

Skills

Technical Skills : Microsoft Office, Canva, CapCut, Analytics tools, SEO/SEM, Email Marketing, Content Creation

Soft Skills : Communication, Creativity, Adaptability, Collaboration, Problem-Solving, Time Management, Critical Thinking, Empathy, Attention to Detail, Customer Focus

Language Skills

English: Full Professional

Hindi: Native or Bilingual

Punjabi: Native or Bilingual