PREET PARMAR

Vancouver, BC | preetkparmar@outlook.com | preetkparmar.ca

EDUCATION

Associate of Arts
Sociology
Douglas College
(first year)

Marketing Management
Certificate: British Columbia Institute of Technology
(in progress)

Graphic Design Certificate:
British Columbia Institute of Technology
April 2025 – June 2026

CERTIFICATIONS

Google Digital Marketing & E-commerce Professional Certificate: Google
August 2026

Google AI Professional Certificate: Google
July 2026

FOODSAFE Level 1 Certificate: Government of British Columbia
May 2026 – May 2031

Serving It Right Certificate: Responsible Service BC
May 2026 – May 2031

Standard First Aid & CPR/ AED Level C Certificate: Canadian Red Cross
January 2026 – January 2029

PROFESSIONAL PROFILE

Social science undergraduate from Douglas College. My academic courses center on sociology and anthropology. While encompassing a unique blend of creativity, I also endeavour to complete graphic design and marketing management credentials. I am a local Vancouverite who is hardworking, friendly, and reliable with a passion for human society; cultural diversity; economic markets; documentation of the past; intersectional feminism; communication, visual arts, and digital media.

CORE COMPETENCIES

- Storytelling
- Journalism
- Blogging
- Social Research
- Branding
- Advertising
- Corporate Design
- Publication Design
- Social Media
- Email Marketing
- SEO (Search Engine Optimization)
- Data Analytics

WORK EXPERIENCE

INTERNATIONAL EDUCATION GLOBAL ENGAGEMENT ASSISTANT
Vancouver Island University / Nanaimo, British Columbia / September 2022 – April 2023

- Directed meaningful interaction within our communities to create enriching experiences.
- Made campus more accessible to promote domestic, international, and Indigenous student involvement.
- Planned and executed WorldVIU Days and Global Citizen Week events, assisted in writing enticing messages, and designed digital content through social media channels, email, posters, presentations, and department/faculty websites.

CERTIFICATIONS

Course on Research Ethics (TCPS 2: CORE 2022) Certificate: Panel on Research Ethics
February 2023

TESOL (Teaching English as a Second Language) Certificate: Coventry House International OnTESOL
September 2020

Conversational French Certificate: University of Toronto
March 2020

Nutrition and Healthy Living Certificate: Cornell University
September 2019

PROFESSIONAL ORGANIZATIONS

Association of Registered Graphic Designers: Associate RGD

American Marketing Association: Undergrad Collegiate Membership

TECHNICAL PROFICIENCIES

Microsoft Office and Google Workspace

Adobe Acrobat Pro, Photoshop, Illustrator, InDesign, Dimension, and Express

WORK EXPERIENCE

STUDENT BLOGGER
Vancouver Island University / Nanaimo, British Columbia / September 2021 – December 2021

- Utilized written communication skills, became accustomed to university facilities and services to aid my peers in student life and academic success.
- Generated content for Vancouver Island University Student Blog, where postings were shared to Student Pulse Newsletter and directly emailed to thousands of subscribers.
- Collaborated with external communications advisor, who provided meaningful feedback prior to my published work.

STUDENT AFFAIRS MEDIA ASSISTANT
Vancouver Island University / Nanaimo, British Columbia / July 2021 – August 2021

- Coordinated with the administrative assistant and interim director for social media postings on Facebook, Instagram, Twitter, and Co-Curricular App.
- Created graphic content and illustrations utilizing Adobe Photoshop to convey cardinal student messaging, such as university dates, deadlines, and events within the campus.

COMMUNITY INVOLVEMENT

SOCIAL MEDIA SUB-COMMITTEE HEAD
Empowered Futures / Calgary, Alberta / August 2022 – January 2023

- Encouraged young adults through empowerment workshops and mentorships to shape their confidence.
- Brainstormed engaging social media content to build brand awareness and drive website traffic.
- Collaborated with executive members and marketing + communications sub-committee heads to market key, specific messages to the target audience.
- Managed a creative team of designers, met deadlines, and ensured digital creations were posted promptly.
- Created social media style guides and monthly posting calendars.

TECHNICAL PROFICIENCIES

Figma and Canva

WordPress, Showit, Squarespace, and Shopify
Email, Zoom, and Slack

Instagram, Facebook, X, Pinterest, and LinkedIn

Hootsuite, HubSpot, and Mailchimp

Meta Ads Manager, Google Ads, Google Analytics, and Google Search Console

LANGUAGES

Native English, Intermediate French, and Conversational Punjabi

SOFT SKILLS

Teamwork, Patience, and Empathy

Problem Solving and Reasoning

Leadership

Creativity

Public Speaking

Interpersonal Abilities

Multicultural Sensitivity and Awareness

COMMUNITY INVOLVEMENT

- Updated nonprofit brand guidelines and onboarding kit for 2023 in preparation for launching the mentorship platform.

LEGAL ADVOCACY PROGRAM VOLUNTEER
Atira Women's Resource Society / Vancouver, British Columbia / February 2022 – September 2022

- Supported the mission to end violence against women.
- Provided pro-bono legal services to low-income women.
- Worked with clients on specific judicial cases such as welfare, disability, tenancy, human rights, civil proceedings, criminal matters, police complaints, family law, and Indigenous concerns.
- Assisted reception and intake by arranging clients with Atira or Lower Mainland legal aid, scheduled weekly legal clinics hosted by lawyers/paralegals, administrative support, and legal casework.

CRISIS TEXT LINE RESPONDER
Kids Help Phone / Nationwide, Canada / July 2021 – June 2022

- Offered confidential mental health counselling and guidance to adolescents coast to coast with around-the-clock service.
- Alleviated the distress of panic, trauma, anxiety, or depression to a position of calm and collectedness.
- Helped texters forge a plan to keep themselves safe and sound by finding solutions through back-and-forth text message interaction and mindful listening.

BABY ROOM, DONATION SORTING, AND FOOD DISTRIBUTION
Surrey Food Bank / Surrey, British Columbia / December 2020 – August 2022

- Provided nutritious food to families in the community in efforts to reduce poverty.
- Organized non-perishables and refrigerated groceries for distribution, assisted clients with food selection, passed out diapers, formula, and baby food systemized in a separate room.

SOFT SKILLS

Planning and Organizing

Time Management

CASE STUDIES

LUNA BLOOMS · ***Branding / Social Impact***
Tools: Adobe InDesign, Illustrator, and Photoshop
https://preetkparmar.ca/luna-blooms

- Created a comprehensive visual identity, advertising campaign, brochure, and website mock-up for a local nonprofit, period poverty concept.
- Researched competitor branding and target audience to outline project objectives, organization goals, and creative rationale.
- Delivered a 20-page brand guideline document highlighting brand voice, mission, strategic vision, values, logo, colour palette, typography, photography direction, and illustrations.

WHISPERING PINES · ***Corporate / Website Design***
Tools: Adobe InDesign, Illustrator, Photoshop, and Figma
https://preetkparmar.ca/whispering-pines

- Designed a cohesive brand suite for a rustic luxury, sustainable hospitality concept by establishing typography, colour palette, and logo marks that scale across all touchpoints.
- Created high-fidelity mockups with a focus on strong brand messaging and user navigation.
- Developed corporate stationery and social media marketing templates, which integrate sleek layout design and vector illustrations.