

HARJOT SANDHU

harjotsandhu24@gmail.com • 661-703-2856

EDUCATION

Bachelor of Science in Marketing | University of Maryland Global Campus | May 2023 | GPA: 3.3

PROFESSIONAL EXPERIENCE

Substitute Teacher | Kern High School District | Bakersfield, CA

- Deliver adaptive instruction across diverse subjects and grade levels while maintaining productive, structured classroom environments.
- Implement established lesson plans while independently managing changing classroom needs, competing priorities, and school procedures.
- Adapt communication and instructional approaches to accommodate different learning styles, abilities, and individual needs.
- Maintain detailed documentation of classroom activities, student progress, and significant concerns to ensure effective communication with permanent faculty and staff.
- Apply problem-solving, conflict resolution, adaptability, and sound judgment across multiple school environments, earning positive feedback and repeat assignments.

Campaign Operations & Analytics Coordinator | Manpreet Kaur for Bakersfield City Council | 2022

- Coordinated digital operations, communications, community outreach, and campaign initiatives across multiple platforms, generating tens of thousands of views.
- Planned and executed initiatives supporting community events, fundraising, volunteer recruitment, and voter outreach, contributing to a 25% increase in audience engagement and 15% increase in event participation.
- Analyzed campaign performance metrics and audience trends to identify high-performing strategies and optimize outreach, increasing engagement by 40% and website traffic by 25% within three months.
- Managed digital communications and supported Get-Out-the-Vote (GOTV) initiatives, contributing to increased voter engagement compared with the previous campaign cycle.
- Coordinated messaging and branding across campaign communications to maintain consistency across public-facing channels.
- Contributed to a successful campaign that secured 53% of the vote and received coverage from ABC 23 News, Punjabi Radio & TV, and Telemundo.

Regional Co-Director & Marketing Lead | 2020 U.S. Census

- Coordinated regional outreach and operational initiatives, increasing participation by 20% within challenging-to-access communities.
- Collaborated with 10+ community organizations, local government agencies, and media outlets to coordinate community outreach, exceeding the designated outreach goal by 15%.
- Directed the hiring, training, and management of enumerators and coordinated systematic field data collection, exceeding collection targets by 20% while maintaining 95% data accuracy.
- Analyzed participation and operational data to track progress, identify outreach needs, and support strategic decisions, contributing to a 15% improvement in outreach and engagement initiatives.
- Managed competing priorities, stakeholders, and time-sensitive objectives in a fast-paced public-sector environment.
- Contributed to outreach efforts that successfully reached approximately 25,000 Census takers within a condensed timeframe.

CORE COMPETENCIES

Analytics & Strategy: Data Analysis • Performance Analytics • Market Research • Reporting • Performance Tracking • Strategic Planning

Operations & Project Coordination: Project Management • Program Support • Process Coordination • Documentation • Time Management • Managing Competing Priorities

Communication & Engagement: Stakeholder Communication • Community Outreach • Cross-Functional Collaboration • Digital Communications • Faculty & Staff Collaboration

Leadership & Professional: Team Leadership • Training • Problem Solving • Critical Thinking • Adaptability • Conflict Resolution