

Suchandana Patoa

**Marketing, Strategy,
Management &
Communications**

Skills

Suchandana Patoa

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Strategy

- Every project I've undertaken for my company, I always ensure that we strategize first and then focus on execution. It has to involve the client's expectation and the company's strengths.

Project Management

- Successfully managed clients and projects based on growth and customer acquisition for business with a client facing role.

Strategic Planning

- I have managed and executed well strategized projects by following a detailed and elaborate planning to ensure we are focused on our goal and taking one step at a time to achieve it.

Digital Marketing

- I have been working in the field of Digital Marketing for 4 years now. I have led projects to help the clients grow their business through digital platforms. I have increased not only their presence but always their revenue via digital platforms.

Strong Communication

- Key to good planning and execution is great communication. I am efficient in client communication to ensure we get client satisfaction and team communication to ensure we have a proactive approach to the project in hand.

Team Management

- I have held the role of Team Lead. Team Management requires a lot of patience and problem solving. It tests your accuracy of estimation of time and idea of the potential of your team.

Problem Solving

- I am calm and practical, giving me an edge during a tough situation. Problem solving has been my strong suit as I am always improvising and challenges only push me to achieve.

Technical Skills

- Search Engine Optimization (SEO)
- Social Media Optimization (SMO)
- Microsoft Office
- Google Workspace (G Suite)
- Google Analytics
- Facebook Ads
- CRM/API
- Lead Generation

- A/B Testing
 - PCP (Pay Per Click)
 - STP (Segmentation Targeting Positioning)
 - Automation
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Experience

Kalungi / Growth Copywriter

JANUARY 2022 - PRESENT (Remote)

I am responsible for creating copies that contribute to the content strategy that drives conversions and revenue for B2B SaaS companies.

Kalungi / Content Marketing Associate

AUGUST 2021 - JANUARY 2022 (Remote)

I am responsible for working on content strategy and execution of Inbound marketing efforts for B2B SaaS companies.

Guni / Social Media Manager

JUNE 2021 - AUGUST 2021 (Remote)

I worked on building the online presence of the startup from the scratch and also involved in customer acquisition via organic lead generation.

Redwood Algorithms / Team Lead - Digital Marketing

NOVEMBER 2020 - PRESENT, BANGALORE (Remote)

I was handling a team of creative and designers to work on clients from various industries to drive revenue by growing digital assets for their business.

The Voice of Woman / Social Media Manager

JUNE 2020- JULY 2020, SURAT (Remote)

I was single handedly managing the social media of this company to drive traffic to their page. I also conducted interviews with influencers and celebrities for this company.

The MagZone / Content Writer

APRIL 2017 - APRIL 2018, NEW DELHI

I was working as a part of the content team leading in ideation and bringing the exact content audience is demanding for. I contributed to the most visited and highest traction gaining posts during my time here.

Education

Pandit Deendayal Energy University / BBA (Marketing)

Gandhinagar

A flexible Liberal Arts course for BBA which allows me to work without academics holding me back from building a career.

Delhi Public School Pune / 12th Grade or Equivalent

PUNE

A Humanities student with 91.1% in 12th CBSE Board Exams with subjects - Political Science, History, Sociology, Psychology, and English.

Delhi Public School Harni / 10th Grade or Equivalent

VADODARA

Completed 10th CBSE Board Exams with 9.8/10 CGPA.

Achievements

1. Talented Public Speaker who has held positions of - *Director, President, Chairperson and Vice-Chairperson* at several Model United Nations Conferences held across the country.
2. Denmark-India Cultural Program where I stayed in Denmark for 15 days and hosted a Danish guest in India for 10 days.