

# SAJAL SONI

## Entry-Level Marketing Executive — Digital Marketing, CRM and Campaign Execution

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### Professional Summary

BBA marketing graduate with hands-on experience in digital marketing, CRM management, and retail marketing through multiple internships. Practical exposure to lead tracking, campaign execution, customer engagement, and brand promotion. Seeking an entry-level marketing executive or brand executive (junior) role focused on execution, learning, and business growth.

### Experience

#### Customer Relationship Management & Performance Marketing Intern

Ad99India, Delhi (Remote)

May 2025–August 2025

- Managed and updated CRM software for lead tracking, customer data, and follow-ups
- Assisted in digital and performance marketing campaign execution
- Supported content coordination and audience engagement initiatives
- Maintained lead records and supported sales coordination through CRM
- Gained exposure to branding, lead generation, and integrated campaign planning

#### Marketing Intern

Big Bazaar

January 2023

- Assisted in in-store promotions and customer engagement activities
- Supported sales teams during peak hours to achieve daily targets

#### Marketing Intern

Park Avenue

February 2022

- Supported brand promotion and product visibility at retail counters
- Assisted in customer interaction and sales coordination

### Skills

- Marketing:** Digital Marketing, Lead Generation, Branding, Integrated Campaign Planning
- Tools:** CRM Software (Lead Management & Follow-ups), MS Excel, MS Word, PowerPoint
- Soft Skills:** Communication, Team Coordination, Time Management

### Education

#### Bachelor of Business Administration (Marketing)

Institute of Professional Education and Research (**IPER**), Bhopal

June 2021 – August 2024

CGPA: 7.3 / 10

#### Class 12TH (Commerce)

2021

Percentage: 63%

#### Class 10TH

2019

Percentage: 62%

### Activities

- Active member of Cultural Club, IPER
- Volunteer at college events and academic activities
- Assisted in event coordination and on-ground management
- Worked with teams to ensure smooth execution of college activities