

SANA USMANI

Marketing Communications and Content Specialist

PROFILE

An **MBA in Marketing** with **3 years of extensive experience** in various marketing communication functions. Recognized for streamlining new ways to generate business with the power of **design thinking, strategy and effective communication.**



www.linkedin.com/in/sanausmani-digitalmarketing

sana.usmani52@gmail.com

www.sanausmani.com

+91 9986236272



PROJECTS

Website Content:

- www.spacezainteriors.com
- www.loandost.com
- www.muraai.com
- <https://crawlspaceremedy.com/>
- <http://www.asianinstituteofdesign.in/>
- <https://www.urbaninfotech.com/>
- <https://www.ratslab.com/>
- <https://reflog.com/>
- <http://dmediamarketing.com/>

Social Media:

- <https://www.instagram.com/asianinstituteofdesign/>
- <https://www.facebook.com/asianinstituteofdesign/>
- <https://www.instagram.com/drmehakscosmetology/>
- <https://www.facebook.com/SKINITI/>
- <https://www.facebook.com/Codehoy/>

Blogs:

- www.newsdio.com
- <https://www.urbaninfotech.com/blog-1>
- <https://www.jinconnect.com/>
- <https://ratslab.com/blog/category/blog/>

Meta descriptions:

- <https://www.eganesha.in/>

App:

- https://play.google.com/store/apps/details?id=com.reflog.app&hl=en_IN

CERTIFICATIONS

- **Professional Content writing Course, Digital Academy 360**
- **Hubspot Certifications (Inbound Marketing, Content Marketing, and Email Marketing Certifications)**
- **Certification in Content Writing (Siva Kumar Kannan, Udemy.com)**
- **Writing Tools and Hacks (Tyler Speegle, Udemy.com)**
- **Google Certifications (Google Fundamental, Analytics, and Ads Certifications)**
- **Design Thinking (Udemy.com)**
- **Professional Digital Marketing Course, Digital Academy 360**
- **Diploma in Graphic Designing (GAIT Institute, October 2017-December 2017).**
- **Digital Marketing Masterclass 2018 (Phil Ebner, Udemy.com)**
- **Content Marketing Certification (HubSpot Academy)**

ACHIEVEMENTS

Outstanding Performer of the Year, Digital Academy 360, (for bringing two centres to profit in 2 months of time frame).

Awarded with the title '**Above and Beyond**', Digital Academy 360.

Received **Letter of Appreciations** from more than 5 organisations for delivering excellent content as per the client's expectation.

SKILLS

GOOGLE ANALYTICS

PHOTOSHOP

CANVA

MAILCHIMP

HUBSPOT

SEO

MARKET RESEARCH

EXPERTISE

EVENTS & TRADE SHOWS

CONTENT WRITING

DIGITAL MARKETING

SOCIAL MEDIA

INBOUND MARKETING

EXPERIENCE

ASIAN INSTITUTE OF DESIGN

Assistant Manager, Content & Social Media Marketing

- Copy writing - Standees, brochures, quarterly magazines, advertisements, sales letters, direct mail, scripts, taglines, white papers, social media posts, articles, blog posts etc.
- Prepared and maintained quarterly content marketing strategy and monthly content calendar.
- Created and monitored social media campaigns across all company channels (**40% increase in social media growth over 9 months**)
- Creating segmented and personalized email campaigns as per the marketing goals (**40% average email open rate**)
- Market Research, Buyer's Persona, and Buyer's Journey
- Inbound Marketing - Email Marketing, Content Marketing, Search Engine Optimization, Gated Content (**10% increase in inbound leads over 6 months**)
- Planning, executing and evaluating multiple events and tradeshow every month.
- Managing PR and media relations.

**BANGALORE,
AUGUST'19-
APRIL 2020**

DIGITAL ACADEMY 360

Digital Marketing Executive

- Owned Media Management (Social Media Optimization, Website, and Blog)
- Copy Writing (10% increase in traffic on the website)
- End-to-end content creation from idea to final production across all digital platforms
- Created monthly content architecture and strategy
- Inbound handling, Closure, and Conversions (**20%-40% conversion rate, got recognized as the best performer of the year**)
- Developed new plans and strategy for digital content delivery

**BANGALORE,
APRIL'18-
AUGUST'19**

STYLE 'N'SCISSORS

Marketing Manager

- Branding and Brand Management
- Corporate Communication
- BTL Marketing strategy and execution (planning, strategy, brochures & standees creation)
- Vendor Management

**JAIPUR
JANUARY '17-
APRIL'18**