

# Alecs Sandra Saminathan

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## PROFESSIONAL SUMMARY

Performance driven Digital Marketing Manager with 9+ years' experience in Digital Marketing, Client Relations, Project Management, Customer Service and Team Leadership. Proven success in advertising and conversion optimisations. Delivered **\$12.8M** in revenue within 14 days, Achieved **400%** ROAS through strategic campaign optimizations on social media.

## EDUCATION

**MSc in Marketing** | University of Worcester | 2023 – 2024

- **Modules:** Marketing Management, Marketing Communications, Corporate Entrepreneurship

**BA Mass Communication** | St. Francis College for Women | 2013 – 2016

- **Modules:** Public Relations, Mass Communication, English Literature

## WORK EXPERIENCE

**Digital Marketing and E-commerce Manager** | Home Linens Retail Group | October 2023 – Current | Birmingham, UK

- Scaled ROAS from **300% to 500%** through ad group restructuring, creatives refresh and budget optimization
- Managed performance campaigns across Google, Bing and other social media channels
- Drove **23%** AOV and scaled to **40%** by leading website redesign project and adding variation logic on product page
- Developed and managed a team of **+3** alongside external agencies and freelancers with effective bandwidth management
- Planned and presented data driven strategies to meet business goals with the Director

**Senior Digital Marketing and Research Associate (Analyst - LCS)** | Google Operations Centre | January 2021 - August 2023 | Hyderabad, India

- Worked with the largest advertising businesses across the AUNZ market to drive sustainable, profitable growth for client portfolios.
- Delivered **\$12.8M** in revenue within 14 days through precise Keyword targeting for a travel client
- Managed full stakeholder communications and task assignment for multi sector
- Collaborated with Account Managers and Sales Specialists for recurring projects
- Mentored **+4** new hires and successfully helped transition from training to production

**Sales Consultant (Account Strategist - SMB)** | MarketStar India | May 2019 – December 2020 | Hyderabad, India

- Owned a portfolio of **+200** clients by thoroughly understanding growth drivers, identifying opportunities for growth, managing risks, and building quarterly plans for achievement
- Conducted outbound consultations with advertisers to provide strategic recommendations for optimizing Google Ads performance
- Understanding client business goals and aligning Google's solutions to meet them

**Customer Service Representative** | Amazon.com | July 2017 – April 2019 | Hyderabad, India

- Trained **70+** new hires, achieving a **96%** CSAT score through process improvements
- Awarded **"Employee of the Year"** for consistent performance and leadership skills

**Customer Service Representative** | Synchrony Financial | June 2016 – April 2017 | Hyderabad, India

- Resolved credit card, payment, and banking inquiries, exceeding consumer expectations with a **98%** resolution rate
- Updated customer account information with **100%** accuracy, improving data integrity and customer trust

## LANGUAGES, SKILLS AND CERTIFICATES

- **Languages:** English, Hindi, Tamil
- **Core Skills:** Consultative Selling, Performance Marketing, Analytical Thinking, Translate to Business Value
- **Tools:** Google Ads, Google Analytics, SA360, Google Workspace, Microsoft Office
- **Leadership:** Project and Client Management, Time Management, Stakeholder Collaboration, Team Management
- **Certifications:** Google Search, Google Display, Google Video