

# Alecs Sandra Saminathan

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## EDUCATION

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

- **Relevant Coursework:** Marketing Management, Marketing Communications, Corporate Entrepreneurship

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

- **Relevant Coursework:** Public Relations, Mass Communication, Political Science
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## WORK EXPERIENCE

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

- Managed sales operations for **+3** websites alongside cross-channel marketing efforts
- Supported annual product planning by providing market insights and aligning campaigns with product priorities
- Managed development of AI-powered tool on product listings for various marketplaces and reduced AHT by **50%**
- Drove **23%** AOV and scaled to **40%** by leading website redesign project and adding variation logic on product page
- Supported deployment of low selling products and shifting the focus to customer preferred product colours
- Provided regular, actionable insights to the Director, translating complex data into clear strategic recommendations which guided business decisions

**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 expansion 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 - GCS)** | 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
- Prepared weekly business review to senior leadership

**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
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## LANGUAGES, SKILLS AND CERTIFICATES

- **Languages:** English, Hindi, Tamil
- **Core Skills:** Performance Forecasting, Performance Marketing, Research and Analytical, Sales Operations
- **Tools:** Google Ads, Google Analytics, SA360, Google Workspace, Microsoft Office
- **Leadership:** Project and Client Management, Stakeholder Collaboration, Time Management, Team Management
- **Certifications:** Google Search, Google Display, Google Video