



SANJANA SANKOLI

A self-motivated advertising and public relation final year student looking for an opportunity in advertising field to utilize personal skills and abilities in an organization that provides good learning as well as offers professional growth.

CONTACT

PHONE: 7387122805

EMAIL: sanjana.sankoli25@gmail.com

WEB:

<https://www.linkedin.com/in/sanjana-sankoli-337ba9213/>

HOME: Wai, Maharashtra

SKILLS

DESIGN SOFTWARE'S:

Adobe Photoshop, Illustrator

RESEARCH TOOLS:

Google Advanced Search, Google Analytics.

DIGITAL MARKETING:

Google ads, email marketing, Facebook ads, Instagram ads, and Twitter ads

OFFICE TOOLS:

Microsoft Word, Excel, PowerPoint, Access

LANGUAGE:

English, Hindi, Marathi.

WRITING SKILLS:

Script writing, copy writing, creative writing

WORK EXPERIENCE

Digital marketing intern

1st JAN 2022 – 30th JAN 2022

Resosoft Services LLP

- Assisted marketing coordinators and graphic designers with website copywriting and proofing.
- Worked with Google Analytics to create information uniformity.
- Digital strategy development and implementation, developing data directories and backlinks.

Content Writer Intern

MAY 2021 – JUNE 2021

DROP tech

- Utilized exceptional writing, editing and proofreading skills to produce engaging and error-free content
- Wrote and edited high-quality content and visually impactful programs under deadline pressure with exciting, captivating and authentic approach.
- Wrote content for CTR email as well as for their website.

Content Writer Intern

May 2021 - June 2021

Photoshooto

- Repurposed and optimized existing content for use in different mediums.
- Conducted interviews with subject matter experts to generate topics.
- Chose cover photography or artwork, selected fonts and arranged designs to attract target readership.
- Produced original, creative content for promotional advertisements and marketing materials.

EDUCATION

BACHELORS DEGREE in journalism and mass communication

2019 - 2022

D Y Patil International University

HSC in science

2016 - 2017

Warana Vidyanyetan College of Science, KOLHAPUR