SONIKA S

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PROFESSIONAL SUMMARY

With over 3+ years of experience at the crossroads of digital marketing and data analytics, my background combines the precision of data analysis with the agility of digital marketing, enabling me to guide cross-functional teams through data-driven narratives that support strategic decisions. I am proficient in Python, MySQL, Excel, Power BI, and Tableau for automation, analysis, and dashboarding. I have hands-on experience with SAP S/4HANA ERP, producing reports across finance, sales, and supply chain functions. My expertise includes SEO/SEM strategy, CRM platforms, Google Analytics, and marketing strategies for business growth.

WORK EXPERIENCE

Modern Builders Supply (Toledo, OH) – **SEO Specialist & Analyst (1 Year)**   08/2024 - Current
- Increased organic website traffic for the ecommerce site by **49% YoY**, contributing to a **68.97% revenue growth** with the help of SEO techniques.
- Improved domain authority by resolving technical SEO issues using Google Search Console and Screaming Frog.
- Led marketing (email/content) and pricing teams to execute brand-aligned strategies, improving market position and boosting revenue/margins.
- Analyzed buyer behavior using SQL and Google Analytics, leading to refined customer personas and targeted marketing strategies that has improved engagement by **38%** and reduced cart abandonment rate by **-30%**
- Worked closely with sales data to uncover purchasing trends, seasonal spikes, and product performance insights, directly informing promotional and inventory strategies.
- Conducted competitor price analysis using SQL and Prisync to inform pricing strategy and improve market positioning.

Lohre and Associates (Cincinnati, OH) - **Marketing Analyst Intern (6 Months)**   01/2024 – 08/2024
- Optimized SEO for over 300 products using keyword research, schema markup, and compelling meta content, improving search visibility.
- Created engaging Social Media content for clients in manufacturing industry, improving traffic by **20%**
- Developed blog content and managed content calendar to support SEO and lead generation strategies.
- Tracked digital marketing KPIs and analyzed website and campaign data to identify growth opportunities.
- Launched and managed paid search and display campaigns on Google, Bing and Google Shopping, achieving a **12.5%** increase in ROI.
- Participated in regular client meetings to present campaign performance, gather feedback, and align on marketing goals.

Bulletin Boards (New Delhi, India) - **Digital Marketing Specialist (2 Years)**   02/2020 - 03/2022
- Created real-time dashboards and performance reports using Google Looker Studio for bi-weekly client presentations.
- Managed a monthly ad spend budget, monitored cost-per-click (CPC), conversion rates, and ROAS to ensure campaign profitability.
- Conducted A/B and multivariate testing on landing pages, improving conversion rates by up to 22%.
- Implemented remarketing campaigns and dynamic product ads, improving retention and lowering customer acquisition cost (CAC).
- Collaborated with design and copy teams to produce high-impact ad creatives aligned with brand voice and audience preferences.
- Utilized audience segmentation and geo-targeting to tailor campaigns to demographics, devices, and user behavior.

EDUCATION

Wright State University (Dayton, OH)
Master of Science in Marketing Analytics and Insights**,** GPA- 3.6   08/2022 - 07/2024

Delhi University, Kalindi College (India)   07/2017- 05/2020
Bachelor of Science in Life Sciences, GPA- 3

PROJECTS

- **SEO API Integration** – Automated SEO performance tracking by integrating Google Search Console API with internal databases, enabling real-time visibility into keyword and page performance.
- **Repeat Customer Analysis** – Used SQL to create a report identifying repeat buyers on an e-commerce platform, informing the PPC specialist to target them with loyalty and retention strategies.

SKILLS & TOOLS

Skills	Rating	Skills	Rating
SEO/ SEM/ Keyword Research	10	Social Media Marketing / Management	9.5
Power BI/ Tableau/ SPSS	8	Email Marketing & CRM	8
Written/ Verbal Communication	8	E Commerce Marketing	10
Project Management	8.5	KPI Analytics, Dashboard & Reporting	9
Google Sheet/ Pivot Table/ VLOOKUP	8	SQL/ Python/ HTML 5	8.5
Paid Marketing Campaigns / Merchant Center/ Google Ads / Bing Ads	9	GA4/ Google Search Console/ Google Tag Manager	10
Notion/ Slack / Jira/	9	SAP S4HANA	7
Chat GPT/ AI	10	SEMrush / Screaming Frog / Link Building	9.5
Wordpress/ Github/ HubSpot	8	Problem Solving/ Teamwork/ Leadership	8.5