

Sakshi Chaturvedi

✉ chaturvedisakshi786@gmail.com

☎ 7400716775

🌐 www.linkedin.com/in/sakshi-chaturvedi1105

Highly skilled Digital Marketer with specialized experience in the mining industry. Proven track record of efficiently managing bulk WhatsApp messaging and email campaigns using various tools. Proficient in designing letterheads and crafting company profiles to enhance brand identity. Expertise in managing B2B platforms and establishing new profiles to expand outreach. Skilled in WordPress website design and development, along with LinkedIn profile management. Adept at driving strategic marketing initiatives to increase brand visibility and engagement within the mining sector.

Experience

- **Digital Marketer at Shri Industries** 2024
Strategically planned and executed bulk WhatsApp messaging and email campaigns to target specific industry segments, resulting in increased lead generation and conversion rates. Designed professional letterheads and crafted compelling company profiles to enhance brand image and credibility.
Managed multiple B2B platforms, effectively representing the company and establishing strong relationships with key stakeholders.
Created and optimized WordPress websites for the company, ensuring a user-friendly experience and seamless navigation.
Developed and managed the company's LinkedIn profile, consistently updating content and engaging with industry professionals to expand network reach.
- **Assistant Associate at Td newton** 2020
 - Supported the HR team in resourceful administrative tasks including filing data entry and document preparation ensuring smooth and efficient operations.
 - Actively participated in the recruitment process by reviewing resumes and conducting initial phone screenings contributing to the selection of qualified candidates.
 - Supported in organizing and coordinating training and development programs for employees enhancing their skills and productivity.
 - Contributed to updating and maintaining employee records while ensuring strict confidentiality and upholding the company's privacy policies.
- **Internship at Navdeep & co.** 2019
- **Analyst at Ashika Group** 2018 -

Education

Diploma in Digital Marketing.
Masters in Business Administration
Bachelor of Business Administration

2020-2021
2018-2020
2014- 2017

Skills

- Email Marketing
- B2B Marketing Platforms
- Social Media Marketing
- WordPress website
- Designing
- Quick Learning
- Problem Solving
- Data Accuracy
- Process Orientation