

# Saakshi Sinha

Bariyatu Housing Colony, Ranchi , Jharkhand ,834009  
8235489232 • saakshi.sinha2002@gmail.com

## Objective

---

Passionate and dynamic digital marketing specialist with a proven track record in SEO, SEM, website design, and social media marketing. Equipped with a creative flair and a strategic mindset, I thrive on crafting innovative campaigns that captivate audiences and drive tangible results. As a forward-thinker in the digital landscape, I am poised to leverage my expertise and drive impactful growth for your organization through cutting-edge marketing strategies and exceptional execution.

## Work Experience

---

### Digital Marketing Specialist

April 2024 - May 2024

Smapiit Media Pvt.Ltd

- Spearheading digital marketing strategies to enhance online visibility and drive customer engagement.
- Executing SEO techniques to improve website ranking and organic traffic.
- Managing social media optimization (SMO) efforts to amplify brand presence across platforms.
- Implementing online reputation management (ORM) tactics to monitor and enhance brand perception.
- Leading B2B sales initiatives on LinkedIn to generate leads and foster business partnerships.

### Brand Influence Research Intern

March 2024 - May 2024

Manchhi Software Labs LLP

- Conducted in-depth research on brand influence strategies.
- Analyzed market trends and competitor activities.
- Provided valuable insights to enhance brand influence initiatives.
- Collaborated with the team to develop innovative strategies for brand growth.
- Assisted in the implementation of marketing campaigns and initiatives.

### Digital Marketing Specialists

Jan 2024 - Feb 2024

Vagabond Holidays Pvt. Ltd

- Managed social media accounts and implemented strategies for increased engagement.
- Conducted influencer marketing campaigns and built effective strategies.
- Utilized analytics to optimize SEO and SEM efforts.

### Social Media Marketing Coordinator

Oct 2023 - Feb 2023

## Awaana Health

- Oversaw website management and social media platforms, focusing on analytics and SEO.
- Executed marketing and sales initiatives, targeting specific audiences for maximum impact.

### **Website Design Specialist / Social Media Manager**

July 2023 - Nov 2023

Style With Bliss

- Spearheaded website design projects and curated product content.
- Implemented SEO strategies and managed META ads, alongside social media and email marketing efforts.

### **Social Media Manager**

July 2023 - Sep 2023

Budding Mariners

- Managed social media presence and content creation.
- Recruited and supervised interns for content production.
- Led website design on Shopify.
- Executed SEO and Google Ads campaigns.
- Coordinated HR processes, including recruitment and team coordination.
- Scheduled automated posts and maintained content calendar.

### **Website design Specialist**

June 2023 - July 2023

My Double App

- Developed websites and optimized content for SEO.
- Designed social media content and managed online presence.

### **Social Media Data Analyst**

April 2023 - May 2023

Shabdvriksh Pvt. Ltd

- Conducted in-depth analysis of social media data.
- Edited videos for marketing purposes.

### **Anchor / Social Media Marketing Associate**

Dec 2022 - July 2023

Moneynotsleep Pvt Ltd

- Provided timely stock market updates and recommendations.
- Contributed creative insights for website design enhancements.
- Edited engaging videos for promotional purposes.
- Played a key role as an on-screen presenter for company materials.
- Collaborated with the team to execute effective social media marketing strategies.

### **Social Media Analyst**

Sep 2022- Nov 2022

Swadeshi Pvt. Ltd

- Analyzed social media metrics and conducted statistical analysis.

- Performed video editing and anchoring duties.

## Skills

---

- Strategic Communication
- Team Leadership
- Advanced Website Design
- Data Analytics and Interpretation
- Innovative Marketing Strategies
- SEO and SEM Optimization
- Social Media Management
- Digital Campaign Execution
- Creative Content Creation
- Project Management
- Market Research
- Technical Proficiency: Shopify, WordPress, Wix
- Analytical Thinking
- Time Management
- Adaptability and Flexibility

## Education

---

**Bachelor of Arts in Journalism and Mass Communication**      March 2022 - March 2025  
Doon Business School Group , Dehradun

- Specialized in Marketing and Communication.

**12th - Commerce**      March 2020- March 2022  
Kairali Public School , Ranchi

- Specialised in Commerce.

**10th Grade**      March 2009 - March 2020  
Delhi Public School , Ranchi

- Academics- Prep to 10th Grade Education.

## Hobbies

---

- Travelling
- Photography