

Resume

Sadaf Purra

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OBJECTIVE

To acquire a challenging position in the field of management that offers scope for expansion of horizons, learning new things, growth & development. In an effort to create a niche for myself as an efficient, professional in the service industry through honesty, consistency and committed work. I am actively pursuing employment opportunities with a progressive and professional organization, which will effectively utilize my proven capabilities and skills and aid in the benefit of the organization.

SKILLS & PROFICIENCIES

- An effective team player with an exceptional analytical, interpersonal-skills & motivational skills
- Good-knowledge of online marketing process
- Excellent written and verbal communication.
- Good organizational and planning skills.
- Ability to perform under strict deadlines and pressure
- Open to learn new technologies
- Attention to detail and ready to take up new challenges

PROFESSIONAL EXPERIENCE

Mentorsity

I) Product Manager (Freelancer)

As a Product Manager Intern at Mentorsity, I am playing a key role in the development and management of our educational products. My responsibilities include conducting market research to understand user needs and preferences, and collaborating with cross-functional teams to design and implement product features. I work closely with developers, designers, and marketing teams to ensure our products meet high standards of quality and usability. Additionally, I analyze user feedback and data to make informed decisions on product improvements and updates. Through these efforts, I contribute to the creation of products that enhance user experience and drive business growth for Mentorsity.

II) Digital Marketing Manager ((Freelancer) & Co-founder

As a Digital Marketing Manager Intern, my primary focus is on content marketing. I lead two teams—content and SEO—to ensure a cohesive strategy that drives online visibility and engagement. I oversee the development and execution of content marketing campaigns, from ideation to distribution, and work closely with the content team to create compelling, high-quality content. My role involves analyzing performance metrics, refining content strategies, and optimizing SEO efforts to boost website traffic and enhance ROI. Additionally, I manage Google Ads campaigns, developing targeted advertisements to reach specific demographics, track performance, and adjust strategies based on analytics. Through effective management and strategic planning, I aim to deliver impactful content that resonates with our audience and supports our overall marketing objectives.

To Let Globe - SEO (Freelancer)

As a current SEO Intern at To Let Globe, I focus on enhancing the company's online presence through various SEO strategies. I create and optimize blogs to boost search engine visibility and drive organic traffic. My role involves researching and implementing effective hashtags to increase engagement on social media platforms. I also work on off-page SEO by building high-quality backlinks to improve domain authority and search rankings. Additionally, I leverage platforms like Quora, Reddit, and Blogspot drive additional traffic. Through these efforts, I am contributing to a stronger online presence and improved search engine rankings for To Let Globe.

Karmactive - Digital Marketing (Freelancer)

As a current Digital Marketing Intern at Karmactive, I am deeply engaged in various aspects of digital marketing. I manage article postings on WordPress, ensuring that content is both high-quality and optimized for SEO. I am responsible for developing and executing social media campaigns designed to boost engagement and reach. My role involves researching and applying effective SEO keywords to enhance search engine visibility, and I focus on on-page SEO by creating and optimizing internal links to improve both search rankings and user experience. Through these efforts, I contribute to strengthening Karmactive's online presence and enhancing our overall digital marketing performance.

Performant - Marketing (Freelancer)

At Performant, I developed and executed digital marketing strategies for various courses. I ensured brand messaging consistency and conducted competitor analysis to position Performant effectively. My role included managing a content calendar and creating content for blogs, social media, and email campaigns using Canva. I tracked and reported on key performance metrics, providing actionable insights, and helped organize promotional events that enhanced brand presence and customer engagement.

Melimy - Marketing Manager (Freelancer)

During my internship at Melimy, I managed and executed marketing campaigns that boosted brand awareness. I conducted market research to identify new opportunities and preferences. Collaborating with the design team, I used Canva to create engaging marketing materials and maintained a content calendar for consistent social media presence. By analyzing campaign performance and adjusting strategies, I improved ROI and implemented SEO tactics, resulting in a notable increase in organic search traffic.

ANTELOPE PRODUCTS & SERVICES

DIGITAL MARKETING & PRODUCT MANAGER

(Sept, 2021-Present)

- As a Digital Marketer, I honed my skills in developing and executing comprehensive strategies that effectively boosted online presence and engagement. I collaborated closely with cross-functional teams to create and manage content, optimize SEO, and drive targeted traffic through paid advertising. Specifically, I managed Google Ads campaigns, analyzing key performance metrics to make data-driven decisions that improved campaign outcomes and enhanced brand visibility. My hands-on experience in managing social media campaigns, email marketing, and PPC initiatives allowed me to contribute meaningfully to the growth and success of the projects I worked on. I played a crucial role in improving our SEO rankings, which significantly increased our online visibility and website traffic. I smoothly developed and executed comprehensive SEO strategies, optimized our website content, and conducted regular performance analyses to ensure continuous improvement.
Promoting our products & our services via e-mails.
- Crafted marketing processes, marketing techniques and overall campaign-based programs that are global and comprehensive in nature.
- Generated Leads/Accounts using different tools: Apollo & Lead 411
- Used LinkedIn as a platform to increase brand awareness and tracking the reach using analytics option.
- Formulated E-Mail Marketing Templates (Demand Side)
- Worked on E-Mail Marketing campaigns & scheduling using Apollo tool.

As a Product Manager, I was involved in overseeing product development and strategic planning. I conducted in-depth market research to identify customer needs and competitive opportunities. I effectively managed the product life-cycle, from initial concept through development to launch, ensuring alignment with company goals and market demands. My ability to coordinate with cross-functional teams and strong communication skills were key to the successful delivery of our products.

RELIANCE GENERAL INSURANCE

Associate Govt. Business Manager (District-Supervisor)

(Oct, 2018-Jan, 2020)

- Worked on a Govt. based project which was launched for the health benefit of State Govt. Employees of J&K. Assisted them with the claim process & helped them in resolving their queries. Being the District Supervisor of Srinagar, I mainly supervised the claim process & dealt with the clients/queries of DistrictSrinagar.
- Operated HCS (Health Claim System) tool of Reliance Gen. Insurance to check the claim status of employees.
- Used to verify tax invoices of various clients and updated the same in MS Excel.
- Downloaded the data from PMFBY portal and uploaded the details in Reliance portal.
- Mainly addressed customer issues via e-mails and tele-calling.
- Used internet options as in LinkedIn & e-mails for spreading the awareness of health scheme.

CUPROUSTECHNOLOGIES

Market Research Analyst & CRM Trainer

(Sept, 2015-Sept, 2018)

- I was into a role where I was performing secondary market research using social media sites such as LinkedIn & Indeed. For the research purpose, I took the help of different software's like Inside-View & Zoom-Info.
- I was working on ZOHO CRM software used by Cuprous as a database for managing the IT client details & also for the campaign purpose.
- Used different types of marketing tools for providing our IT services such as advertisement, campaigns and social media platforms.
- Few social media platforms such as LinkedIn, Facebook & Whatsapp were used by the company to publicize and promote our IT services
- I made reports and System Maps for my clients as per their requirements.
- Trained my team on CRM to determine its procedures, benefits and standards for the lead generation process.
- Create systematic and meaningful content across all social media platforms, including writing and editing social media posts, enhancing customer engagement.
- Basic proficiency level in coding web pages using HTML and CSS
- Generated Leads/Accounts using different tools: Apollo, Lead 411 and Sales Navigator.
- Used LinkedIn as a platform to increase brand awareness and tracking the reach using analytics option.
- Formulated E-Mail Marketing Templates (Demand Side)
- Worked on E-Mail Marketing campaigns & scheduling using Apollo tool

Completed an Internship with **HashedIn** and also went for the course of Online Market Research from Sept, 16 to Aug, 16.

ACCENTURE

(Aug, 2014 –Aug,2015)

SAP HR & also worked as a **Market Research Analyst** (as an aspirant) in accomplishing some of the projects of the company.

- As a Market Researcher, I helped other companies in acquiring and retaining customers, driving new customer insights so that they can improve their market performance.
- I performed different marketing operations by doing a secondary research for my clients & helped them to identify their competitors, developed strategies with the help of SWOT analysis that helped them to grow in the market & in increasing their revenue.
- Delivered new ways to reduce costs & drive revenue growth, particularly as digital channels proliferate. These channels, including social media, require new approaches, tools & skills.
- Gained an insight into customer behavior to better prioritize marketing spend & enhance return on investment.
- As a SAP HR, I worked on SAP tool & managed the record of attrition rates of employees with the help of graphs/scatter -plots, also worked on a Siebel tool & helped the employees with their queries.
- Trained my team on SAP tool and helped them to know its significance as an employee database.

CORE COMPETENCIES

- Knowledge of SAP
- MS Excel & Power-Point Skills.
- Leadership Skills
- Communication Skills
- Knowledge of CRM
- Organizational & Negotiation Skills
- Market Research skills through the internet & various other means
- Interpersonal Skills.

EDUCATIONAL QUALIFICATION

M.B.A	Alliance Ascent College	Alliance University, Bangalore	2012-2014
B.Sc.	Govt. Women's College M.A. Road	University of Kashmir	2009-2011
10+2	Govt. Girls Higher Secondary School, Kothibagh, Srinagar	JKBOSE	2007
10th	Presentation Convent High School , Srinagar	JKBOSE	2005

INTERNSHIP

UTTR, Bangalore

Title **Smart Payroll Solution**

Description

- Research on Competitive Analysis
- Research on salaries of various positions in the organization.
- Identifying partners and spoke to the potential partners, took quotes for labour compliance's
- Tried to establish channel partnerships for labour compliance's for Pan-India.

ACADEMIC PROJECTS

Academic Projects (MBA)

Title : A Study On the effective promotional strategy which influences the customer to purchase a product of big bazaar.

Company :Big Bazaar

CERTIFICATION

Google Ads App Certified

PERSONAL DETAILS

Name: Sadaf Purra
Parentage: Mushtaq Ahmad Purra
Nationality: Indian
DOB: 05.07.1989
Gender: Female

DECLARATION

I do hereby declare that all the information mentioned above is true to my knowledge.

Signature

