

Sanjana D Phutanay

- Multilingual Digital Marketing Consultant bringing undeniable talents in helping clients increase business reach and potential.
- Offering expertise in online content, design and usability best practices.
- Creative Digital Marketing Consultant with good relationship and communication skills to drive new business opportunities.
- Establishes clear standards and enforces protocols for consistent and high-quality results.
- Proven ability to succeed in fast-paced, rapidly changing, deadline- driven environment.
- Familiar with the business applications of social media platforms, including; Facebook, Twitter, YouTube, Pinterest, Google, Instagram and more.
- Can Work with the Content management team to build out the right content for the existing influencers for their social media platform.
- Can identify the latest trends and technologies affecting industries.
- Coordinate with advertising and media experts to improve marketing results.
- Can Plan and manage our social media platforms.
- Work with your team to brainstorm new and innovative growth strategies.
- In-depth knowledge of various social media platforms, best practices, and website analytics.
- Developing and managing advertising campaigns.
- Evaluating competitors.
- Highly creative with excellent analytical abilities.
- Outstanding communication and interpersonal skills.
- Up-to-date on the latest trends and technologies in digital marketing.
- Use SEM (Ad words, Facebook/ LinkedIn Ads etc.) and SEO (Google ranking, Quora, Backlinks and Blog etc.) to increase brand visibility & achieve business objectives.
- Monitor SEO and user engagement and suggest content optimization.
- Have up-to-date knowledge about Facebook Ads Manager, Facebook Campaign Manager, Google AdWords, and any emerging ad platforms on social media.
- Tracing the strategy, planning campaigns, setting goals, and deadlines.
- Plan social media marketing strategies to increase followers & engagement.
- I am location independent and work exclusively remotely.
- Establishing innovative methods of maximizing Brand awareness & User acquisitions for Brand campaigns.
- Have knowledge in Email marketing, Twitter marketing, Facebook marketing, Instagram Marketing.

Skills & Abilities

- Digital Marketing
- Communication and Writing Skills
- Marketing Strategies
- Social Media Strategist
- Social Media Activities
- Strategic Planning
- Communications Management
- Analytics and SEO
- Word Press
- Microsoft Excel and Microsoft Word
- Basic coding knowledge- HTML and CSS

Experience

Digital marketing and Social Media Consultant

Company- Godhuli Group, Jharkhand

- Provided digital marketing solutions to Educational and Film-making businesses.
- Created and delivered innovative, strategic marketing programs for clients with focus on events, digital marketing and social media.
- Proactively engaged with clients by phone, email and in-person, which helped established long-term, lucrative relationships.
- Maintained expert-level skills in digital platforms such as Facebook and Instagram platforms.
- Discussed SEO needs and optimized strategies for short- and long-term campaigns.
- Provided weekly updates on digital marketing campaigns to clients, discussing strategic initiatives and methods for improvement.
- Analyzed competitor pages to locate back link and keyword opportunities.
- Forecasted marketing trends based on previous data to adjust campaigns and maximize sales.
- Developed campaigns and specific marketing strategies for clients.
- Coordinated with social media, public relations and other teams to execute product introductions.
- Communicated with followers, respond to queries in a timely manner and monitor customer reviews.
- Managing Social media accounts of the company viz. posting on various platforms regularly along with generating leads from those posts by replying to every comment and DM.
- Actively handling YouTube channel comment section and generating leads from there by replying back to all the comments in real time.
- Supervise the daily organic social media campaign management across all social media channels.

Search Engine Optimization, Social Media Strategist, and Guest Blogger

Blog- www.bharathcharitra.com

- Created a Word Press blogging site from scratch and provided all necessary connections.
- Added XML sitemap to the site as part of Search Engine Optimization.
- Added Yoast SEO tool for Search Engine Optimization.
- Connected the site with Google Analytics and Google Search Console.
- Provided in-bound links and relevant keyword tags to drive organic traffic.
- Created content as Guest Blogger with relevant SEO words.
- Generated, edited, published and shared engaging content.
- Monitored SEO and web traffic metrics.

Education

BE(Information Science)

VTU India

Certifications

I have certification in Mastering SEO, Content Marketing, Pay per Click, Digital Analytics, Social Media, Mobile Marketing and Digital Strategy. Currently doing certification in Mastering Social Media, Mobile Marketing, HubSpot email marketing, Advanced Web Analytics etc. from Simplilearn.