Sakshi chhunchha

Entry Level Digital Marketing

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PROJECTS

On-Page SEO Optimization — *Flinkit*

- Developed a full-scale SEO strategy for Flinkit by optimizing site structure, conducting keyword & competitor research, and creating high-intent content frameworks to boost organic visibility and search rankings.

Dame Essentials (Ads)

- Planned a complete ₹30L ad strategy across Meta & Google, including budget split, targeting, placements, and campaign structure.
- Developed the brand's customer persona, improved ad performance with optimization ideas, and suggested website changes to increase conversions.

OTT Customer Persona — *Sony LIV*

- Conducted detailed audience research and built user personas for OTT viewers.
- Analyzed competitor platforms to understand user behavior, interests, and market gaps.

EDUCATION

Bachelor of IMSCIT - GLS University , (Pursuing)

CGPA : 7.25 | 2022 - 2025

Higher Secondary Education *(12th Grade)*

Percentage: **84%**

AWARDS

Diploma in Digital Marketing *(TOPS Technologies)*

NSDC Certification

SKILLS

Social Media Advertising
Content Creation
Copywriting
Content Planning
Calendar Management
Keyword Research
SEO
Google Ads
Email Marketing
Basic Video Editing

TOOLS

Meta Business Suite
Mailchimp
Google Keyword Planner
Google Search Console
Google Ads Manager
Screaming Frog
semrush
Blogger
Canva

LANGUAGES

Hindi , Gujarati , English