

Sakshi Chhunchha

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Career Objective

Digital Marketing fresher with hands-on knowledge of social media content, Canva design, SEO basics, and website design using WordPress. Focused on building brand presence through creative strategies and practical tools. Ready to contribute with fresh ideas and consistent effort.

Education

Bachelor of IMSCIT - GLS University

2020 - 2025 | CGPA : 7.25/10

Skill

- Social Media Management
- SEO Basics
- Content Writing
- Website Design (WordPress)
- Canva Designing
- Google Tools: Analytics, Search Console
- MS Word, Excel

Projects and Practice Work

- [Brand Analysis Project](#) – SonyLIV vs. ZEE5 & MX Player

Conducted brand comparison using customer personas, brand identity, and differentiation. Collected insights via Google Forms and analyzed data in Google Sheets to provide strategic branding suggestions.

Certifications & Achievements

- Google – Fundamentals of Digital Marketing
- TOPS-Technologies – Diploma in Digital Marketing
- NSDC Certification

Strengths

- Good Listener
- Team-Friendly
- Responsible
- Creative thinking
- Strong interest in branding and online growth