# Priyanka Sagar

Marketing | Social Media Marketing Management

## Summary

Experienced Marketing Professional with expertise in Social Media Marketing Management, E-commerce, Data Entry, and Office Management. Adept at managing day-to-day operations, optimizing listings, and handling product descriptions. Proven ability to engage audiences, drive customer interactions, and support business growth through effective marketing strategies.

## Experience

### Social Media Marketing Manager

Trigo Blockchain | Full-time

Sep 2022 - Present | 2 yrs 5 mos

- Managed day-to-day social media posts and engagement.  
- Collected influencer data and analyzed social media metrics.  
- Developed strategies to increase engagement and audience reach.  
- Proficient in Excel data management for marketing purposes.

### E-commerce Executive

Yelloelifestyle Pvt. Ltd. | Full-time

Feb 2022 - Aug 2022 | 7 mos

- Optimized product listings and managed keyword density.  
- Handled order processing, inventory management, and data entry.  
- Created product descriptions and ensured efficient e-commerce operations.  
- Developed expertise in Excel, including Pivot Tables and advanced data management.

### Counselor

Scholars Academy | Full-time

Aug 2020 - Jan 2022 | 1 yr 6 mos

- Provided counseling and support to clients.  
- Managed and led a team of professionals.  
- Ensured high-quality customer service and client satisfaction.

## Skills

- Social Media Marketing  
- E-commerce Operations  
- Keyword Research and Optimization  
- Data Entry and Management  
- Office Administration  
- Customer Service and Sales  
- Inventory and Order Management  
- Excel (Pivot Tables, Data Analysis)  
- Marketing and Engagement Strategies  
- Counseling and Team Handling

## Certifications

- Certification in Social Media Marketing Management - Trigo Blockchain  
- Certification in E-commerce Operations - Yelloelifestyle Pvt. Ltd.  
- Advanced Excel Certification  
- Data Management and Analysis Certification