

Sanjana Nathak

sanjananathak1@gmail.com | +91 9432648269 | Kolkata | https://linktr.ee/Sanjana_N

OBJECTIVE

Motivated BBA Marketing graduate currently pursuing a digital marketing certification, seeking an internship opportunity to apply academic knowledge and practical project experience in a real-world marketing environment. Eager to contribute to impactful campaigns while gaining hands-on exposure in SEO, content creation, email marketing and social media management. Driven to adapt quickly and grow with evolving marketing trends while delivering measurable results and supporting brand success.

EDUCATION

Scottish Church College **Kolkata**

Bachelor in Business Administration in Marketing (Honors) | CGPA- 7.2

Army Public School **Kolkata**

10th | Percent - 83.8%

Army Public School **Kolkata**

12th in Commerce | Percent - 94.5%

CERTIFICATIONS & TRAININGS

- Google ad for beginners
- Search Engine Optimization (SEO) with Squarespace
- Senior diploma in fine arts
- Introduction to Data Analysis using Microsoft Excel
- BCG Introduction to Strategy Consulting Job Simulation
- Certification in Digital Marketing (In Progress)

PROJECT EXPERIENCE

Vegan Cafe (Fictional)

Website Creation- <https://sanjananathak.nihtstude>

- Built a mock website for a fictional vegan cafe using WordPress.
- Included sections such as Home, Menu, About, Blog, and Contact.
- Emphasized user-friendly layout and SEO-friendly page structure.

Blog Author- <https://tbrchecklist.blogspot.com/202>

- Authored a blog titled "Top 5 Thriller Books to Read" on Blogger.
- Used SEO principles such as keyword placement, heading structure, and meta description to optimize for search visibility.

Social Media Planner- <https://docs.google.com/spre>

- Planned and developed a 30-day content social media calendar for a fictional vegan café.
- Aligned posts with promotional campaigns, brand voice, and audience engagement goals.
- Included post captions, content types, and platform.

Email Marketing Creator

- Created a discount promotion email targeted at existing customers of a fictional vegan café.
- Focused on customer retention through personalized messaging and limited-time offers.
- Designed using Brevo.

Brand Manual Designer-<https://www.canva.com/design>

- Designed a comprehensive brand manual for a fictional vegan café using Canva.
- Outlined the brand's visual identity and communication style.
- Included logo usage, color palette, typography and tone of voice to ensure brand consistency across platforms.
- Focused on building a cohesive and professional brand presence.

Meta Ads

- Learned how to run ad campaigns using Meta Ads Manager, including setting up audience targeting, ad creatives, and budget optimization.

SKILLS & INTERESTS

Skills: SEO, MS Excel, PowerPoint, WordPress, Strong written and verbal communication, Email marketing tools- Brevo, Canva, Creativity, Social media strategy, Keyword research, Social media marketing, Facebook marketing, Instagram marketing, Youtube marketing, Trend Analysis

Interests: Cooking, Painting, Traveling

LANGUAGES

- English
- Hindi
- Bengali