

# Sanjana Nathak

[sanjananathak1@gmail.com](mailto:sanjananathak1@gmail.com) | +91 9432648269 | Kolkata | [https://linktr.ee/Sanjana\\_N](https://linktr.ee/Sanjana_N)

## OBJECTIVE

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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

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### 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

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- 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

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### 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**

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**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**

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- English
- Hindi
- Bengali