

# SANJANA SHARMA

## DIGITAL MARKETER

### CONTACT

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### SKILLS

- Project Management
- Google Ads
- SEO
- Time Management
- Performance Marketing
- Effective Communication
- Social Media Marketing
- Digital Marketing
- Brand Building
- Canva Designing

### LANGUAGES

- English (Fluent)
- Hindi (Fluent)

### REFERENCE

#### Skillcircle

Navi Mumbai



### PROFILE

Motivated and detail-oriented B.Com graduate Skilled in digital marketing, social media management, and performance Marketing & tracking. Quick learner with strong organizational and communication skills, committed to delivering efficient solutions and contributing effectively to team and organizational goals."



### WORK EXPERIENCE

Year

#### Social Media Intern

2025

##### SkillCircle - Navi Mumbai

- Created engaging Instagram Reels to promote courses, workshops, and student activities
- Planned and designed carousel posts for educational and promotional content
- Assisted in handling Instagram and Facebook accounts, ensuring regular posting
- Collaborated with trainers and students to capture real-time content
- Improved brand visibility through trend-based and creative content ideas

#### Freelance Digital Marketer

##### Mogra Laboratories

- Designed creative posters and social media posts for Ayurvedic products
- Managed Facebook and Instagram pages, including content planning and posting
- Helped in brand building through consistent visual and content strategy
- Assisted in developing and managing the official website
- Focused on improving online presence and audience engagement

#### Content Writer (Remote )

##### InAmigos Foundation

Duration: 3 Months (2025)

- Wrote impactful content for social media posts, blogs, and awareness campaigns
- Created content aligned with the foundation's social causes and objectives



### PROJECTS & CERTIFICATIONS

Digital Marketing Course From Skillcircle Navi Mumbai. 2025

- Canva Certification - Canva
- Skilled in creating social media posts, posters, carousels, and brand-consistent creatives.
- Social Media Marketing Certification - HubSpot Academy
- Learned social media strategy, content planning, audience engagement, and performance tracking.
- SEO Certification - HubSpot Academy
- Gained knowledge of keyword research, on-page SEO, content optimization, and search ranking basics.
- Content Marketing Certification - HubSpot Academy
- Email Marketing Certification - HubSpot Academy
- Trained in email campaign creation, list management, and performance analysis.
- Social Media Marketing Certification - SEMrush
- Learned competitor analysis, social media planning, and analytics tools.
- Google Search, Display & Video Ads Certifications - Google
- Gained understanding of paid advertising formats, targeting, bidding strategies, and campaign optimization.



### EDUCATION

YEAR

#### Indira Gandhi National Open University (IGNOU)

2022- 2025

- Bachelor Of Commerce (BCOMG)

#### ABC Tutorial (BIHAR)

2021-2022

- Higher Secondary Education 12<sup>th</sup> (82 percentile in commerce stream)

#### Holy Kids International School (BIHAR)

2019-2020

- Secondary Education 10<sup>th</sup> (85 Percentile)