

Sandra Sajeev

Digital Marketing Executive

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Passionate and driven digital marketer with a solid foundation in key concepts and tools and hands-on internship experience. I am eager to kickstart a career in digital marketing by leveraging my academic and practical training to contribute effectively to marketing campaigns. As a quick learner with a strong desire to excel, I am seeking opportunities where I can apply my skills, learn from experienced professionals, and contribute to the success of innovative projects.

Experience

- Digital Marketing Intern** April, 2024
Fenix Advertising, Kannur
 - Conducted market research and competitor analysis to identify trends and opportunities for optimization.
 - Assisted in creating and implementing digital marketing campaigns across various platforms such as social media, email, and display advertising and helped create engaging content.
 - Monitored and reported on key performance metrics using tools like Google Analytics and social media insights to track campaign effectiveness.
- Community Management Intern** Aug 2023- Present
Blusteak Media (Remote)
 - Engaged and monitored client accounts and responded to comments, messages, and inquiries in a timely and professional manner, representing the client's brand voice and values.
 - Collaborated with cross-functional teams such as marketing, customer service, and account managers to address reputation issues and implement corrective actions.
 - Documented and provided comprehensive reports for clients' lead generation efforts, comment tracking, and other relevant data.

Education

- Bachelor of Commerce (B.com) with Finance** 2018-2021
Kannur University
- Diploma in Digital Marketing** April, 2024
Opentutor Digital Academy

Technical Skills

- Social Media Marketing
- Search Engine Optimisation
- Content Marketing
- Web Designing
- Canva Designing

Achievements

- Awarded as Best Student at Opentutor Academy, April 2024.
- Awarded as 1st Runner-up in the Website Designing Contest at Opentutor Academy, April 2024.

Certifications

- Semrush Academy
- Google Analytics
- Advanced Google Analytics
- Google Ads Video
- Hubspot Digital Marketing
- Hubspot Content Marketing

Languages

- English
- Malayalam
- Hindi

Projects

Search Engine Optimisation (SEO)

- Keyword Research done for AMSTER Movers, UAE.
- Site Audit for Softzone Interiors, Qatar
- Off page activities
- On page activities
- Blog post

Search Engine Marketing (SEM)

- Google Ads
- Site Audit for Softzone Interiors, Qatar
- Keyword Research for Amster Movers

Social Media Marketing (SMM)

- Prepared Social media marketing strategy for the brand - Pedigree
- Running ads
- Content Calendar
- Handling social media accounts

E-Commerce Website

- Created an e-commerce website model - shop.sandrasajeev.com

Web Designing projects

- Apple (Demo)

<https://sandrasajeev.com/apple/>

- Consulting (Demo)

<https://sandrasajeev.com/exponent/>

- Oxted (Demo)

<https://sandrasajeev.com/oxted/>

- Homezen (Demo)

<https://sandrasajeev.com/homezen/>

- Toronto (Demo)

: <https://sandrasajeev.com/toronto/>

- Mumbai (Demo)

<https://sandrasajeev.com/mumbai/>

- Assessment

<https://project.sandrasajeev.com/>

Soft Skills

- Communication skills
- Analytical Thinking
- Adaptability
- Emotional Intelligence