

SUNANDA KHANEJA

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Dynamic marketing professional with experience in Google Search Ads, Google Analytics and Inbound Marketing. Experienced in full-time roles since the beginning of my career, continually advancing my skills.

EXPERIENCE

EDIOAK

JUNE 2023 – PRESENT

MARKETING EXECUTIVE

- Plan and execute digital marketing campaigns across various channels including email, SEO, and pay-per-click advertising.
- Plan, measure and report the performance of all digital marketing campaigns, and assess against goals(ROI and KPIs). Set up daily performance reports to analyse the performance and further optimize campaigns.
- Managed Google Ads campaigns with a focus on high ROI keywords. Utilized Google Analytics to measure and analyze website traffic and user behavior, providing actionable insights that boosted conversion rates by 25%.
- Produced high-quality, engaging content for various platforms including blogs, social media, and email newsletters, driving a 50% increase in content engagement rates.
- Managed customer and lead databases efficiently, ensuring accurate segmentation for targeted campaigns, contributing to a 15% increase in customer retention rates.
- Planned and executed multi-channel marketing campaigns within budget, achieving a 30% increase in lead generation and a 25% reduction in cost per acquisition.

SAHAYAK ASSOCIATES

MAY 2022 – JUNE 15, 2023

OPERATIONS SUPERVISOR

- Supervising and training distributors, identifying their training needs, and coordinating their day-to-day activities.
- Directing customer service and support functions.
- Assisting in achieving the organization's mission by performing necessary tasks.
- Developed and designed engaging presentations for internal and external stakeholders, ensuring alignment with the company's branding guidelines.
- Transformed complex data and information into visually appealing and easy-to-understand slides, enhancing the effectiveness of presentations during meetings, conferences, and sales pitches.
- Utilized industry-standard graphic design software, including Adobe (Figma, Illustrator, InDesign), Microsoft PowerPoint, and others, to create visually stunning materials.
- Leading recruitment efforts to attract and retain qualified distributors.
- Analyzing and reporting on performance.
- Possessing skills in education, monitoring, control, and analysis of potential risks.

VRIZE (GAMAHOUSE PUBLISHING)

APRIL 2023 –AUGUST 2023

CONTENT WRITER IN QUORA MARKETING (INTERNSHIP)

- Initiated as a Content Writer specializing in Quora Marketing, crafting engaging and informative content to promote brand presence on the platform.
- Strategically guided the team to meet and exceed Quora Marketing targets, resulting in increased brand visibility and user engagement.

RIZZLE

AUGUST 2022 – NOVEMBER 2022

CONTENT CREATOR (INTERNSHIP)

- Produced regular video series, vlogs, tutorials, and promotional content to showcase the features and benefits of the Rizzle app.
- Utilized creative video editing techniques and tools to enhance the visual appeal and overall quality of the content produced for the Rizzle app.

MARKETING TEAM MEMBER (INTERNSHIP)

MARCH 2022 – APRIL 2022

- Creating engaging and persuasive content for marketing materials, including website copy, blog articles, social media posts, and email campaigns.
- Adhering to brand guidelines and maintaining a consistent brand voice.

PTE UNIVERSE

JANUARY 2022 – MARCH 2022

OPERATIONS SPECIALIST (INTERNSHIP)

- Learned management techniques on how to lead and supervise others.
 - Active participation in virtual conferences
 - Decision-making for budget management
- Skills: Budget planning and forecasting, People management

PREPNOVA

DECEMBER 2021

MARKETING EXECUTIVE (INTERNSHIP)

- Planned, coordinate, and execute marketing campaigns across various channels, including digital platforms, print media, social media, and events.
- Monitor campaign performance, analyze results, and make data-driven recommendations for optimization.

PROJECTS

ENTREPRENEURSHIP PROJECT FOR RURAL DEVELOPMENT

EDUCATION

MAY 2024

BCOM, PUNJAB UNIVERSITY

MARCH 2021

HIGHER SECONDARY, CONVENT OF JESUS AND MARY

CERTIFICATIONS

ADVANCED DIGITAL MARKETING AND COMMUNICATIONS, MICA| THE SCHOOL OF IDEAS **MAY 2024-PRESENT**

- GOOGLE ADS SEARCH CERTIFICATION** **JULY 4,2024**
- GOOGLE ADS DISPLAY CERTIFICATION**
- GOOGLE ANALYTICS CERTIFICATION,COURSERA** **PRESENT**
- INBOUND MARKETING FUNDAMENTALS, HUBSPOT**
- FROM LIKES TO LEADS,GOOGLE**
- INTRODUCTION TO GENERATIVE AI, GOOGLE**
- THINK OUTSIDE THE BOX-EMAIL MARKETING-GOOGLE**
- CAMPAIGN MANAGER 360 CERTIFICATION EXAM** **PRESENT**
- PROMPT ENGINEERING FOR CHATGPT-GREAT LEARNING**

SKILLS & TOOLS

- Digital Marketing Skill
- Content Writing
- Google Ads
- Google Analytics
- Consulting in Marketing
- Presentations
- SEMRush SEO
- Email Marketing
- Equity Research
- AI Tools
- People Management
- Data analysis & Research
- Prompt Engineering
- Project management
- Marketing communications
- Marketing Analytics