

SAYANI SATPATHI

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 Hyderabad

CAREER OBJECTIVE

I am an aspiring Digital Marketing professional with a solid foundation in SEO, social media marketing, and content creation. I am eager to apply my skills and passion for digital trends to drive online growth for organizations. With a commitment to continuous learning, I strive to deliver measurable results through creative and data-driven strategies

EXPERIENCE

Tagsol Nova LLP - Hyderabad

May 2025-Current

- Sr. Marketing Executive
- Lead the Marketing Team in generating leads

Digital Marketing Intern, DigitizeBrand Hub (India) Pvt. Ltd.

01/2025 – 04/2025

- Worked on SEO, WordPress website designing, content planning, and social media marketing.
- Managed real-time campaigns and optimized their performance.
- Proficient in using tools like Google Analytics, Google Search Console, Yoast SEO, Canva, and Google Ads.

Proplink Property Management- Mumbai

May 2023 - Dec2024

- Sales & Sourcing Executive
- Work On Resale Properties
- Work On Primary Properties

PROJECTS

1. Biz Registro

Project focused on generating business leads through targeted social media marketing

- Managed business lead generation and social media marketing

2. Planet Of Automation

Project centered around promoting automation products through SEO strategies

- SEO optimization and promotion of automation products

3. Mentor Tech System

Branding initiative focused on generating leads

- Executed branding and lead generation campaigns

4. Captain Nilesch

Personal branding project utilizing YouTube as a platform

- Focused on personal branding and marketing on YouTube

5. Swadisht Bite

Project aimed at promoting a restaurant through digital marketing

- Conducted digital marketing and promotional activities for a restaurant

6. Digitize Brand

Digital marketing project emphasizing social media advertising and pay-per-click campaigns

- Implemented social media and PPC campaigns

STRENGTHS

- Teamwork
- Time Management
- Leadership
- Effective Communication
- Problem Solving Ability
- Adaptability & Flexibility
- Multitasking

TECHNICAL SKILLS

Digital Marketing

- Search Engine Optimization (SEO)
- Search Engine Marketing (SMM)
- Pay-Per-Click Advertising (PPC)
- Lead Generation Strategies
- Landing Page Optimization
- Campaign Management (Facebook Ads, Instagram Ads
- Graphic Designing Basics (for posts/stories)
- Local SEO (Google My Business Optimization)

Digital Marketing Tools

- Google Analytics
- Google Search Console
- Facebook Ad Manager
- Google Ads (AdWords)
- Canva (Graphic Design)
- WordPress (Website Editing & Management)
- SEMrush / Ubersuggest (SEO Tools)
- ChatGPT (Content Idea Generation)
- CapCut / Canva Video Editor (Video Editing for Social Media)

Educational Qualification

BIR TIKENDRAJIT UNIVERSITY Course Name :- BA In PSYCHOLOGY	2025 - Current
DIGITAL TRAINEE Course Name :- Master in Digital Marketing	30 Jan- 14 April
DISHA COMPUTER INSTITUTE - PUNE Certificate Course in Data Entry 83.75%	2023-2024
BEHALA SHYAMA SUNDARI VIDYAPITH Higher Secondary 60.04%	2021-2023
BEHALA SHYAMA SUNDARI VIDYAPITH Secondary 72.14%	2020-2021

Certificates

- Graphics-&-Video-Editing certificate
- Master-Program-certificate
- Website-Design-Certificate
- Internship - Certificate
- HubSpot Digital Marketing-Certificate
- HubSpot Social Media-Certificate
- HubSpot Content Marketing-Certificate
- Googel ADS Display-Certificate
- Googel ADS Search-Certificate
- Googel AI-Powered Shopping ads-Certificate
- Googel ads- Measurement Certificate
- Googel ads Video Certificate
- IIDE Digital Marketing Fundamentals Certificate
- IIDE Meta Advertising Fundamentals Certificate