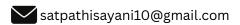
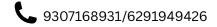
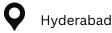
# SAYANI SATPATHI







#### 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 Nilesh

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)

2021-2023

# **Educational Qualification**

**BIR TIKENDRAJIT UNIVERSITY** 2025 - Current Course Name :- BA In PSYCHOLOGY

**DIGITAL TRAINEE** 30 Jan- 14 April

Course Name :- Master in Digital Marketing

**DISHA COMPUTER INSTITUTE - PUNE** 2023-2024

Certificate Course in Data Entry

83.75%

BEHALA SHYAMA SUNDARI VIDYAPITH

Higher Secondary

60.04%

**BEHALA SHYAMA SUNDARI VIDYAPITH** 2020-2021

Secondary 72.14%

# **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 Al-Powered Shopping ads-Certificate
- Googel ads- Measurement Certificate
- Googel ads Video Certificate
- IIDE Digital Marketing Fundamentals Certificate
- IIDE Meta Advertising Fundamentals Certificate