

SANGITA SARKAR

CONTACT

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EDUCATION

- SECONDARY - 2020**
Holy family school farakka
86.2%
- HIGHER SECONDARY - 2022**
Aditya Academy Secondary
school Barasat - 67%
- UG - BCA - 2022-2025**
YBN University ranchi
SGPA - 7.5

CERTIFICATION

- Digital Marketing - Udemey

SKILLS

- Social Media Marketing
- SEO Optimization
- Market Research
- Content Creation & Strategy
- E-commerce Marketing
- Digital Marketing
- Canva
- Email Marketing
- HTML, CSS, JavaScript
- SQL
- Python
- WordPress CMS
- Team Management

LANGUAGES

- English: Fluent
- Hindi: Fluent
- Bengali: Fluent

HOBBIES

- Dance
 - Completed Rabindra Nritya 4th year in 2018
 - Completed Kathak 4th year in 2017

PROFILE SUMMARY

Motivated digital marketing enthusiast with hands-on experience in SEO optimization, market research, and managing Meta (Facebook & Instagram) ad campaigns. Skilled in WordPress website development and eCommerce marketing strategies, with a strong focus on data-driven decision-making and conversion optimization. Seeking opportunities to apply and grow digital marketing skills.

EXPERIENCE

- Digital Marketing Executive** [May 2025 - Present]
LCM
 - Managed social media marketing (SMM), content creation, and community engagement across LinkedIn, Instagram, and Facebook using Canva and video editing tools.
 - Executed Meta Ads and Google Ads campaigns with a focus on lead generation, audience targeting, and A/B testing for performance improvement.
 - Performed keyword research, SEO optimization, and content planning to enhance organic reach and improve website visibility.
 - Designed and sent email campaigns via Zoho, tracked performance metrics, and contributed to content strategy for higher engagement.
 - Trained interns, coordinated team tasks, and supported smooth execution of digital marketing projects with collaborative management.

- Digital Marketing Intern** [March -May 2025]
R Tulsian & Co. LLP
 - Handled social media content and analytics for LinkedIn, Instagram, and Facebook.
 - Ran Meta Ads for leads and brand growth using audience targeting and A/B testing.
 - Created and scheduled email campaigns via Mailchimp, Brevo, and Sender.net.
 - Analyzed campaign data to improve performance using platform insights.
 - Edited educational content in Canva for better clarity and visual appeal.
 - Updated SEO-friendly content and pages using WordPress CMS.
 - Managed Excel sheets to track leads, campaigns, and marketing data.

- Website & Digital Marketing Executive** [Jan - March 2025]
Shawkeen – E-commerce Website
 - Handled product management, including listing, categorization, and inventory coordination to ensure a seamless user experience.
 - Conducted SEO optimization for product pages and blog content, improving search visibility and organic traffic.
 - Led social media marketing efforts on Instagram and Facebook, boosting brand engagement and increasing reach.
 - Analyzed performance metrics to refine marketing strategies and enhance the online presence.
 - Monitored website traffic and performance through Google Analytics to drive data-informed decisions.

- Content Creator & Video Editor** [May- August 2024]
Swami Vivekanand Mission – Educational Website (Freelance)
 - Video Editing with Canva: Edited high-quality educational videos with engaging visuals and content.

- Account Manager** [March- June 2023]
Adrevel LLP (Freelance)
 - Created engaging content and managed social platforms
 - Monitored analytics and improved reach/engagement
 - Managed Excel sheets to support marketing strategies

PROJECTS

SEO Optimization Project

- This project aims to enhance website visibility and search engine rankings through comprehensive on-page, off-page, and technical SEO strategies. Key activities include keyword research, content optimization, link building, and performance analysis. The primary goals are to increase organic traffic, improve user engagement, and boost conversion rates. Regular SEO audits and competitor analysis will be performed to continuously refine the strategy. Success will be measured using search engine rankings, traffic growth, and ROI metrics. Technologies used may include JavaScript for interactive elements and SEO-related enhancements.

E-commerce Website Development

- This project involves designing and developing a user-friendly e-commerce website with secure payment integration and responsive design. It includes product listing, shopping cart, checkout process, and customer account management. SEO optimization and performance enhancements will be implemented to ensure high visibility and fast loading speeds. The platform will support multiple payment gateways and ensure data security. Post-launch, continuous updates and maintenance will be provided for scalability and efficiency.

Market Research Report

- This project aims to analyze industry trends, customer preferences, and competitive landscapes to provide data-driven insights. It includes primary and secondary research, surveys, and data analysis to identify market opportunities and risks. The report will cover target audience demographics, buying behavior, and emerging trends. SWOT analysis and competitor benchmarking will be conducted for strategic recommendations. Findings will support informed decision-making and business growth strategies.

Facebook & Instagram Ad Campaign

- This project focuses on creating and managing targeted ad campaigns on Facebook and Instagram to boost brand awareness, engagement, and conversions. It includes audience segmentation, ad design, copywriting, and A/B testing for optimization. Performance metrics such as CTR, CPC, and ROAS will be tracked to ensure effectiveness. Retargeting strategies will be implemented to maximize reach and customer retention. Continuous monitoring and adjustments will be made to improve ROI and campaign success.

Strategic Organic Growth Plan Based on Industry Trends

- Worked on a Social Media Marketing project focused on identifying industry trends and implementing strategies to grow brand presence organically. The project involved researching trending content formats (reels, carousels, memes), optimizing posting frequency and timing, using relevant hashtags, and boosting engagement through interactive elements like polls, comments, and stories. Focus was placed on consistent branding, value-driven content, and community engagement to increase reach and follower base without relying on paid promotions or influencer collaborations.
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