

SAJAL DEWAN

DIGITAL MARKETING EXECUTIVE

EDUCATION

College of Vocational Studies, 2024
Delhi University

B.A.Voc. Marketing Management and Retail Businesses

IGNOU, DELHI Present

P.G. Diploma in Marketing Management

COURSERA 2025

- Google Digital Marketing and E-Commerce Professional Certificate
- Introduction to Social Media Marketing by META

AAFT SCHOOL, NOIDA 2022

Diploma in Photography

Amity International School 2021

High School

SKILLS

SEO	<div style="width: 80%;"></div>
Google Analytics	<div style="width: 85%;"></div>
Pay- Per Click	<div style="width: 80%;"></div>
Social Media Marketing	<div style="width: 90%;"></div>
Branding	<div style="width: 75%;"></div>
Digital Campaigns	<div style="width: 85%;"></div>
Content Creation	<div style="width: 80%;"></div>

ABOUT ME

Proactive Entry Level Digital Marketing Specialist with a proven ability to increase engagement and drive conversions through innovative strategies. I have successfully managed social media accounts, resulting in a 30% increase in followers, and implemented SEO strategies that boosted search engine rankings by 20%. With a knack for data analysis and a collaborative approach, I am eager to leverage my skills to contribute to a dynamic marketing team.

WORK EXPERIENCE

MARKETING EXECUTIVE July 2024 - Present

MADHU ENTERPRISES
Manufacturer and Retailer of Modular Kitchen

- Spearheaded the digital marketing strategy, resulting in a 30% increase in lead generation through SEO and paid campaigns.
- Managed social media channels, creating engaging content and improving brand visibility across Facebook, Instagram, and LinkedIn.
- Collaborated with the design team to launch email marketing campaigns, achieving a 20% increase in customer engagement.

MARKETING EXECUTIVE July 2022- June 2024

AKASHGANGA FOUNDATION
NGO into Education for all

- Drove the foundation's online presence by creating compelling digital campaigns to promote social initiatives.
- Led content creation for blogs, newsletters, and social media platforms, increasing followers by 40%.
- Analyzed web traffic and engagement metrics using Google Analytics to optimize campaigns.

SECRETARY June 2021- June 2024

ZEPHYR (FILM AND PHOTOGRAPHY SOCIETY)
College Society

- Directed digital outreach efforts to promote events and competitions, enhancing participation by 50%.
- Designed and implemented strategies to grow the society's online following through innovative campaigns and visual storytelling.
- Collaborated and worked with renowned brands such as Nikon, Prolite, Camera Museo, Redmi, and Pepsi for events and campaigns, enhancing the society's brand value.
- Mentored a team of 63 members, ensuring smooth collaboration and successful execution of events.

SPECIAL PROJECTS HEAD June 2021- June 2024

MERCADEO- MARKETING SOCIETY

- Led digital marketing initiatives for college events, including strategy development, content creation, and platform optimization.
- Successfully collaborated with prestigious brands such as Amway, Hyundai, Cornitos, and Lahoti Zeera for sponsorships and marketing campaigns.
- Executed innovative campaigns that drew record participation and audience engagement.
- Conducted workshops on digital marketing tools and strategies for society members, fostering a culture of continuous learning.

✉ sajal240802@gmail.com

☎ +91 828 731 6181

📍 Delhi NCR

🌐 <https://www.linkedin.com/in/sajal-kumar-03205222a>