



Sakshi Jain

Digital Marketer

CONTACT ME

📞 052 949 8679

✉️ sjsakshi2323@gmail.com

📍 Dubai, UAE

EDUCATION

Heriot Watt University, Dubai

Msc Digital Marketing

September 2022 - December 2023

O.P Jindal Global University, India

Bachelor of arts (HONS) Media and Communications

September 2018 - August 2021

SKILLS

- Content & Marketing Strategy
- Content Optimization SEO
- Social Media Management
- Data Analysis & Interpretation
- UI/UX

ACADEMIC/PERSONAL PROJECT

Typography
Video

Documentary
Film

Burger Bae

Personal blog

ABOUT ME

Content Lead with over 3 years of experience in developing and managing content across diverse industries. Proficient in generating engaging copy for multiple platforms and channels. Natural leader and team player with a special interest in strategy and content creation and optimization.

iS Group | Digital Marketing Executive

Dubai, UAE

March 2023- August 2023

- Created compelling graphics for lead gen, boosting conversions.
- Conducted targeted research for ads, increasing touchpoints and reducing bounce rates.
- Executed ad campaigns, expanding reach and engagement through paid ads.
- Implemented effective SEO/SEM strategies, elevating rankings and traffic.
- Developed transmedia plans for consistent brand messaging.
- Contributed to new business launch strategy, boosting market share.
- Boosted lead generation by 30% across iS future Brand via targeted ad campaigns.
- Oversaw global events like Seamless UAE, fostering industry ties for iS group

Happenize | Digital Marketing Associate

Dubai, UAE

October 2022- December 2022

- Managed multi-platform social creatives & optimized performance.
- Employed data analysis for informed decisions, achieving 20% higher click-through rates.
- Executed potent cross-channel email campaigns, driving 15% growth in retention

Burger Bae | Digital Marketing Executive | Photographer

Punjab, India

March 2021- April 2022

- Crafted compelling web and social content for engagement and lead generation.
- Planned collaborative digital campaigns for revenue growth.
- Achieved 25% open rate through influencer marketing launches.
- Created standout e-commerce product descriptions; achieved best-seller status in 3 months.
- Managed databases, aided website development, and conducted research.
- Collaborated with stakeholders for effective marketing strategies.
- Produced high-quality content driving conversions on websites and platforms.
- Crafted copy for promotions and communication channels, enhancing brand awareness.

CERTIFICATIONS

The Fundamentals of Digital Marketing

offered by google digital garage

Google Analytics

Offered by Google Digital Garage

London School of trends

Fashion Photography