

SANJANA SHESHADRI

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SUMMARY

Results-driven **Digital Marketing, AI-powered Content Strategy, and Brand Communication** professional with expertise in managing digital growth for lifestyle and real-estate brands. Currently handling marketing for Raja Housing Ltd and content strategy for Fudge & Bagels and Thyme & Whisk. Skilled in **leveraging AI tools, data analytics, and consumer psychology** to create engaging, high-converting campaigns. Passionate about blending creativity and automation to build authentic digital experiences that drive measurable results.

WORK EXPERIENCE

➤ Digital Marketing Executive | Raja Housing Ltd

Jan 2024 - Dec 2025

End-to-end Social Media Management & Strategy

- Led the full social media function across Instagram, Facebook, LinkedIn, Twitter & Pinterest, including ideation → scripting → design direction → posting → community management.
- Created monthly content calendars, reels, static posts, carousels, property walkthrough videos, and long-form captions aligned with branding & campaign goals.
- Built and maintained a consistent storytelling-driven brand identity across platforms.

Growth & Performance

- Grew Instagram from 200 → 300 organically, and scaled overall following to 1,100+ through boosted posts & performance-led campaigns.
- Grew LinkedIn from 100 → 1,000+ organically within months by posting thought-leadership, updates, and project content.
- Increased Pinterest monthly impressions to ~11K, boosting top-of-funnel discovery.
- Improved platform reach, engagement, and content consistency through insights-based optimization.

Reporting & Analytics

- Owned monthly and weekly performance reports, presenting insights on reach, engagement, follower activity, and content effectiveness.
- Used data to refine content formats, posting timing, topic clusters, and audience targeting.

Paid Campaign Support

- Supported Meta and Google lead generation campaigns by creating ad creatives, copy, and performance insights.
- Assisted in optimizing CPL and boosting qualified leads for real-estate launches.

Cross-Team Collaboration

- Coordinated with photographers, videographers, designers, and the sales team to ensure brand communication was consistent and conversion-friendly.

➤ Content Strategist | Thyme & Whisk and Fudge & Bagels

Nov 2024 - Nov 2025

- Developed and executed content calendars aligned with brand voice, seasonal trends, and audience interests.
- Ideated and produced reels, static posts, carousels, and promotional content for café/lifestyle audiences.
- Led influencer outreach & collaboration planning to increase brand visibility and UGC.
- Analyzed insights using platform analytics to refine format strategy and improve monthly engagement.
- Managed storytelling-led brand communication across Instagram, Facebook & Pinterest.
- Maintained consistent visual aesthetic using moodboards, brand palettes, and template systems.

➤ Asst. Graphic Designer and Social Media Manager, PetCartel

Oct 2021 - Jun 2022

- Managed social media accounts end-to-end including planning, designing, posting & community engagement.
- Designed brand-aligned static posts, stories, and promotional creatives using Canva and Adobe tools.
- Increased community engagement by planning pet-friendly campaigns and interactive content.
- Ensured visual consistency across all deliverables and collaborated with founders for project execution.
- Developed content strategy that contributed to growing audience interest & brand loyalty.

EDUCATION

➤ PGDM | ISBR Business School

Jun 2022 - May 2024

CGPA: 7.99

Key Academic Work

- Conducted research projects on:
 - a. Role of feedback in learning
 - b. Stress among postgraduate students and its impact on mental health
- Developed analytics-driven presentations and reports as part of coursework in marketing, consumer behavior, and communication.

Leadership

- Media Lead, Institution’s Innovation Council — managed communications, event coverage, and digital content.

➤ Bachelor of Arts | The Oxford College of Arts

Jun 2018 - Jun 2021

CGPA: 7.59

Leadership & Campus Involvement

- Vice President, Student Body (2019)
- Class Representative (2018–2021)

Relevant Academic Focus

- Studied psychology, communication, media writing, and storytelling, forming a strong foundation for content creation, consumer insights, and digital marketing strategy.

ADDITIONAL INFORMATION

- **Technical Skills:** Digital Strategy, AI Marketing Tools (ChatGPT, Notion AI, Jasper), SEO, Meta Ads Manager, Google Analytics, Canva, WordPress, Copywriting