

SANIKA CHAVAN

Digital Marketing Specialist | Social Media Strategist | Content & Brand Growth Expert

London, UK • +44 07501773846 • sanikaa0212@gmail.com • [Portfolio](#)

PROFESSIONAL SUMMARY

Creative and results-oriented **Digital Marketing Specialist** with 2+ years of experience growing brands through **targeted social media campaigns, SEO optimization, content creation, influencer marketing, and paid advertising**. Skilled in developing and executing full-funnel strategies that increase **brand awareness, engagement, and lead generation**, achieving up to **35% engagement growth** for clients. Proficient in **content calendar planning, campaign ROI analysis, and conversion optimization**. Holds an **M.Sc. in Design Management** with expertise in UX/UI principles, enabling the creation of visually compelling, user-focused content. Adept at collaborating with clients, cross-functional teams, and stakeholders to deliver measurable marketing results.

CORE COMPETENCIES

- **Social Media Strategy & Management** – Instagram, Facebook, TikTok, LinkedIn
- **Content Calendar Planning & Execution** – Scheduling, Thematic Campaigns, Seasonal Marketing
- **Paid Advertising Campaigns** – Meta Ads, TikTok Ads, Google Ads
- **Influencer Marketing** – Collaboration, Outreach, Partnership Campaigns
- **Search Engine Optimization (SEO)** – On-page & Off-page SEO, Keyword Research, SEO Audits
- **Marketing Analytics & Reporting** – Google Analytics, Meta Business Suite, Instagram Insights
- **Email Marketing & Automation** – Campaign Planning, A/B Testing, Conversion Tracking
- **Creative & UX Design** – Figma, Adobe Creative Suite, Canva
- **Web Management** – WordPress, Responsive Design, UX/UI Optimization
- **Lead Generation & Conversion Optimization** – Landing Pages, CTAs, Funnel Tracking
- **Social Listening & Community Engagement** – Hootsuite, Buffer, Sprout Social
- **Soft Skills** – Creative Problem-Solving, Time Management, Cross-Functional Collaboration

WORK EXPERIENCE

Retail Supervisor

Claire's | Aug 2024 – May 2025

- Led a team of 8 staff, exceeding sales and performance targets by an average of **15%**.
- Delivered exceptional customer service, resolving queries and fostering loyalty.
- Managed **store KPIs**, cash handling, and register reconciliations.
- Coordinated with visual merchandising teams to align displays with promotional campaigns.
- Developed a deep understanding of consumer behavior and buying psychology, translating insights into sales growth strategies.

Social Media Marketing Specialist (Freelance)

London, UK | Feb 2023 – June 2024

- Developed and executed tailored **social media strategies** for small businesses to increase brand awareness and customer engagement.
- Created and scheduled high-impact content for platforms including **Instagram, Facebook, TikTok, and LinkedIn**, optimizing posts for audience reach and conversions.
- Managed **paid social media campaigns** (Meta Ads, TikTok Ads), improving CTR and reducing CPC through continuous A/B testing.

- Analysed campaign performance using **Facebook Insights, Instagram Analytics, and Google Analytics**, providing actionable recommendations to clients.
- Designed visually compelling creatives using **Canva and Adobe Creative Suite**, ensuring brand consistency across channels.
- Collaborated with clients to identify target audiences and refine messaging for improved lead generation.
- Increased client social media engagement rates by **20–35%** within the campaign period.

Digital Marketing Executive

Ricky's Kitchen | Feb 2019 – Nov 2021

- Managed social media accounts (Instagram, WhatsApp), growing audience engagement through targeted campaigns.
- Developed **SEO-optimized** website content, boosting organic search rankings.
- Planned and executed **email marketing** campaigns, improving open and click-through rates.
- Managed **Google Ads** and **paid social campaigns**, tracking ROI and adjusting bids for optimal performance.
- Designed and scheduled promotional content aligned with **seasonal campaigns**.
- Monitored **analytics** to refine targeting, improve conversions, and increase retention.

EDUCATION

- **M.Sc. Design Management** – Heriot-Watt University, Edinburgh | 2022 – 2023
- **B.Sc. Interior Architecture** – Aditya College of Design Studies, Mumbai | 2018 – 2021

ACADEMIC PROJECTS

- Advanced Certification in UX/UI Design – Indian Institute of Digital Marketing | 2022
- Certification in Graphic Design – Softpro Institute of Digital Marketing | 2019
- Certification in Digital Marketing – Coursera | 2019
- Certification in WordPress – Coursera | 2022
- AutoCAD 2D/3D, 3ds Max – 2019

ADDITIONAL SKILLS & CERTIFICATIONS

- **Languages:** English, Hindi, Marathi
- **Work Authorization:** Eligible to work in the UK & India
- **Portfolio:** www.mydesigncanvas.org