



SAYANTANI SARKAR

Senior Brand Marketing & Digital Marketing Manager

CONTACT

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CORE SKILLS

BRAND MARKETING

- Brand Strategy
- Brand Positioning
- Campaign Planning
- Brand Communication
- Market Research

SOCIAL MEDIA MARKETING

- Social Media Strategy
- Content Planning
- Community Management
- Campaign Management
- Influencer Collaboration

SEO & WEBSITE GROWTH

- Technical SEO
- On-page & Off-page SEO
- Keyword Research
- Website Audits
- Competitor Analysis

ANALYTICS & TOOLS

- Google Analytics 4
- Google Search Console
- Looker Studio
- Meta Business Suite
- Microsoft Excel

TOOLS

- SEMrush
- Ahrefs
- Screaming Frog
- Shopify
- Canva
- ChatGPT
- Claude
- Gemini

PROFESSIONAL SUMMARY

Brand and digital marketing professional with 7+ years of experience building brand visibility, managing social media, improving organic growth, and leading integrated marketing campaigns for e-commerce, lifestyle, and digital-first businesses. Experienced in content strategy, SEO, website optimization, campaign planning, and team management. Skilled at collaborating with creative, content, and development teams to deliver marketing initiatives that strengthen brand presence, increase audience engagement, and support business growth.

KEY ACHIEVEMENTS

- 7+ years of experience across brand marketing, digital marketing and SEO.
- Managed multiple client accounts across India, UAE, UK and USA.
- Led cross-functional teams across content, design, SEO and website projects.
- Built structured content and campaign planning processes that improved team collaboration and delivery.
- Supported business growth through integrated strategies across content, SEO, social media and website optimization.

PROFESSIONAL EXPERIENCE

Senior Brand Marketing Manager

Mar 2025 – Present

Kenshi Labs

- Lead brand marketing, SEO, social media, CRO planning and website strategy for multiple client accounts across diverse industries.
- Manage a creative team and streamline briefing and content workflows for efficient execution.
- Develop monthly marketing calendars aligned with business goals and audience needs.
- Coordinate with designers and developers to improve website content, user experience and conversion-focused pages.
- Plan digital campaigns across websites, blogs, LinkedIn, Instagram, Facebook and other channels.
- Monitor performance using analytics and platform insights to refine strategies.

Senior Social Media Marketing Manager

2022 – 2025

Weramblers

- Managed social media and content strategy for multiple client accounts in lifestyle, travel and digital verticals.
- Created content calendars, campaign ideas and engaging content across platforms.
- Worked with writers and designers to deliver campaigns aligned with brand goals.
- Used analytics and performance data to improve content effectiveness and engagement.
- Collaborated with account managers to ensure timely delivery and client satisfaction.

SEO Specialist & Creative Support

2021 – 2022

Web20 Ranker (USA)

- Performed SEO audits, keyword research and competitor analysis for international clients.
- Optimized website content, metadata, internal linking and technical elements.
- Prepared monthly SEO reports and presented actionable recommendations to clients.
- Worked closely with content, design and development teams for SEO and website improvements.

Content & Social Media Manager

2019 – 2020

Vanity Living, Dubai

- Managed social media content and brand communication for an e-commerce furniture brand.
- Created product content, campaign messaging and website copy.
- Planned promotional campaigns across social media and digital channels.
- Optimized Shopify product pages and category content for better visibility.

Social Media Marketing & SEO Specialist

2017 – 2019

CIMC Home UK

- Managed social media activities and content publishing across platforms.
- Conducted website audits and implemented on-page SEO improvements.
- Researched keywords, competitors and customer behaviour for marketing strategies.
- Supported content planning, email marketing and website updates.

EDUCATION

MBA
Jadavpur University

2016

BBA
Techno India

2014