



SONALIKA SHARMA

Marketing Professional

SUMMARY

Skilled digital marketing professional with a proven track record of delivering successful campaigns and driving lead generation through strategic planning, execution, and analysis.

Exceptional client-facing skills and a deep understanding of the digital landscape. Constantly seeking to stay up-to-date with industry trends and best practices to drive business growth.

Currently working as a Marketing Executive with a venture building company - Flagship Projects.

WORK EXPERIENCE

Flagship Projects, UAE

Marketing Executive | Feb 2022 - Present

- Strategizing & implementing marketing campaigns to engage & convert the relevant audience.
- Ideating & crafting Lead Magnets for campaign offerings.
- Copywriting for company websites and social media channels.
- Monitor campaign performance & share relevant insights from analyzing reports.
- Adjust campaign activity based on performance metrics.
- Setting up workflows & running Email Campaigns for the mailing list.
- Generating SQLs through targeted email marketing.
- Copywriting & wireframing for the campaign landing pages.
- Website Management - SEO, adding blog posts.
- Setting up & running Google search ads & paid social media ads.
- Proofreading all marketing-related content.

Computershare Communication Services, Australia

Client Delivery Executive | Dec 2016 - Jun 2018

- Primary contact for all client account management.
- Accountable for the seamless delivery of creatives & campaigns.
- Detailed understanding of the client's requirements & writing articulate briefs.
- Brainstorming on budget, content, and creatives for digital materials.
- Contributing to email marketing campaigns & designing landing pages.
- Fetching, collating, and reporting the end of the campaign results.

Ericsson, India

Network Engineer | Jul 2011 - Oct 2015

- Improving the client's telecom network and maintaining the KPIs as per agreed Service level agreement.
- Collaborating with various teams for successful end to end delivery of the job.
- Making strategies for optimizing the telecom network by analyzing the data.

SKILLS

- Campaign planning & strategizing
- Email Marketing
- PPC Advertising
- Content strategy, SEO
- Social Media Marketing
- Copywriting
- Web Development - CMS
- Marketing Automation tools
- Efficient Liaising & Collaboration

CERTIFICATIONS

- **Google Ads Certified**
- **Hubspot Inbound Certified**
- **PSM I Professional Scrum Master for agile project management**

TOOLS

- Google marketing tools (Google Ads & Analytics, GTM)
- Design tools - Canva, Figma
- Zoho tools
- Wordpress CMS
- Email Marketing - Mailchimp, Active Campaigns
- Advanced MS Word, Powerpoint, Excel

LANGUAGES

- English, Hindi - Native
- French - Elementary

EDUCATION BACKGROUND

Post graduate program in Digital Marketing

MICA | Jan 2021 - Dec 2021

B.Tech in computer science

Maharishi Dayanand University | May 2007 - Jun 2011

CONTACT DETAILS

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