

Mansi Anand Sakle

DIGITAL MARKETING SPECIALIST

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CAREER OBJECTIVE

Skilled in crafting innovative digital marketing strategies and executing result-driven campaigns that enhance brand loyalty and generate revenue, with a strong knack for administration and a storytelling approach that brings brands to life.

TECHNICAL SKILL

Content Writing & Strategies	Affiliate Marketing	Social Media Advertisement
Social Media Marketing	Performance Marketing	Search Engine Optimization

INTERPERSONAL SKILL

Teamwork & Teambuilding	Adaptability & Agility	Leadership & Persuasion
Communication & Networking	Problem Solving	Time Management

PROJECTS

MEENAT LIVES DIGITAL MARKETING AGENCY

July 2024 - Present

- Built MEENATLIVES from the ground up — a purpose-led platform serving clients across lifestyle, tech, real estate, and social impact sectors.
- Strategized and executed custom digital marketing campaigns, resulting in a 300% increase in ROI, 200% growth in monthly engagement, and 200% rise in click-through rates (CTR).
- Launched high-performing email campaigns via Mailchimp, strengthened customer journeys, and nurtured conversions.
- Achieved a cost-per-lead (CPL) as low as ₹8, generating over 200 quality leads, while consistently boosting organic traffic, brand visibility, and community engagement.

EDUCATION

BACHELOR OF Political Science And Philosophies

September 2021- July 2024

Miranda House NIRF ranking 1 College of Woman's Education, Delhi University

Digital Marketing Master and Professional

Jan 2025- September 2025

Digiperform, New Delhi

CGPA- 9.8

High School

2023-2024

Sacred Heart senior secondary Convent School, Ludhiana Punjab

St. Gabriel's senior secondary School, Jabbalpore MP

CERTIFICATION

SEO TOOL KIT/ SEO Fundamental/ On Page & Technical SEO/ Technical SEO/ Link Building/ Google Analytics advance/ Building a social listening program/ Role of Content/ Content Marketing Fundamentals/ Content Marketing/ Keywords Research/ Content Lead SEO/ Mastering Digital PR/ Backlink Management Course

Social Media Marketing/ Instagram Training Course/ Facebook Marketing Course/ Twitter Training Course/ LinkedIn for Business Course

Google Adwords/ Facebook Blueprint/ **dCDME dCDMC**

Google Data Analytics Professional Certificate : 143562908

AI-Powered Performance Ads Certification : 143564128

Figma : 8340677

LANGUAGES

- **English** : Professional (primary language)
- **Hindi** : Proficient

Work Experience

- **SpaZ4d**: Website Development (optimization)
- **Zoxima**: Social Media Marketing (optimization + strategization + advertisement)

Volunteer Work

- **Women Empowerment at work and education** Content Creation
- **Shiva Shakti Yog Meditation Centre** Content Creation

Hobbies

- **Content & Strategy Enthusiast**: I have a knack for researching content for ideas and brainstorming to develop compelling strategies.
- **Creative Storyteller**: I love using new ways to tell stories that will move consumers and build trust.
- **Community Contributor**: I enjoy giving back by teaching others to cooperate and giving constructive feedback to my team.

Hobbies

- **Fitness Fanatic:** I love to break a sweat with HIIT workouts and weightlifting.
- **Aspiring Musician/Videographer:** I'm passionate about creating videos featuring my own songs.
- **Chess Enthusiast:** Always looking for a good chess opponent to challenge me!