

# SANIYA SAVADI

## DIGITAL MARKETING & SUSTAINABILITY

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## PROFILE

Singapore Citizen and a marketing professional with 3+ years of part-time experience in Singapore and Vancouver, specializing in CMS, CRM, and building marketing collateral. Actively seeking full-time opportunities for September 2024.

## EDUCATION

### Bachelor of Commerce, Specialization: Marketing

Completed: May 2024

Sauder School of Business, University of British Columbia | Vancouver, Canada

- Concentration: Sustainability and Social Impact
- Relevant Courses: Digital Marketing, Sustainability Marketing, Market Research

### IB Diploma

Completed: November 2019

St Joseph's Institution International | Singapore

- Overall Score: 39/45, HL: Business Management, Visual Arts, English Language & Literature
- Awards: Business Management Student Award

## WORK EXPERIENCE

### Freelance Digital Marketing, GXC | USA/Canada

February 2024 - June 2024

- Developing CRM-based social media strategies for LinkedIn and Twitter, to date increased engagement by 25%.
- Creating email nurture campaigns with Mailchimp and, improved qualified leads by 12%.
- Enhance SEO through the backend to heighten keyword targeting and visibility, leading to a 15% increase in organic search traffic.
- Performed in-depth competitor analysis, providing actionable insights that informed digital marketing strategies and improved competitive positioning.

### Digital Marketing Associate - Intern, HP Anyware | Vancouver

June 2023 - August 2023

- Collaborated on building marketing collateral and landing pages for lead-generation campaigns using HubSpot.
- Designed social ads through Adobe Creative Suite, boosted conversion rates by 30% and highlighted key customer successes.
- Created design templates in Canva, ensuring brand consistency and streamlining workflows to increase my team's productivity.
- Provided support in executing diverse marketing strategies, including those related to social media and SEO.

### Marketing Manager, Tragaur Pte Ltd | Singapore

June 2020 - August 2021

- Achieved 500-follower growth in 2 months through Instagram reels and posts.
- Conducted market research to enhance brand recognition, resulting in a 35% increase in audience through brand development.
- Optimized marketing outcomes through KPI analysis, contributing to insightful reporting and showcasing strong content management and organizational skills.

## LEADERSHIP EXPERIENCE

### Vice President of Visual Media, UBC Sauder's Imprint Club | Vancouver

April 2022 - April 2023

- Produced social media content for Imprint's promotional events and marketing conference, garnering 3000+ views. Partnered cross-functionally with internal teams to drive high traffic on social media platforms.
- Created a summary video for the conference using Final Cut Pro and iMovie, presented to 200+ attendees. Showcased proficiency in video production and project management.

## TECHNICAL SKILLS

### Advanced Skills:

- Graphic design (Canva)
- Social media content creation (Meta)
- Marketing Automation (Hubspot)

### Proficient in:

- SEO Optimization
- Adobe Creative Suite (Illustrator, Indesign, Photoshop)
- CMS (WordPress, DesignModo)

### Familiar with:

- HTML knowledge
- SPSS knowledge
- Eloqua knowledge

## INTERESTS & CERTIFICATIONS

- Google Analytics in progress
- Mailchimp Foundations in progress
- PADI Rescue Dive Certified with 40+ dives in Southeast Asian waters.
- Outdoor enthusiast who enjoys hiking, travelling, fitness and visual arts .