



Raj Kumar Sahu

Digital Marketing Intern

London, UK

[View profile on Dweet](#)

Links

[LinkedIn](#)

Languages

English

About

Strategically-minded marketing professional with a strong foundation in social media, retail sales, and entrepreneurial leadership. Proven expertise in exceeding sales targets, managing diverse teams, and executing impactful marketing campaigns. Recognized for outstanding contributions and honoured for remarkable achievements.

BRANDS WORKED WITH

Cochrane Design

Weblylo

Wedding Pandas

Xiaomi

Experience



Digital Marketing Manager

Cochrane Design | Sep 2023 - Feb 2024

-
-
- Led digital marketing plans, resulting in a 50% increase in brand awareness and social media presence within the first six months. Formulated successful SEO strategies, leading to a 40% rise in organic website traffic and a 25% boost in conversion rates. Managed a team of 5 digital marketers, providing guidance and direction to optimize campaign performance and ensure alignment with organizational goals.

Social Media Marketing Intern

Weblylo | Jan 2022 - Feb 2022

- Formulated and implemented data-driven social media campaigns, increasing brand engagement by 25%.
- Developed visually appealing media assets using Adobe Photoshop, Canva, and Adobe Premiere Pro, contributing to a 20% improvement in project deliverables.

Marketing and Sales Manager

Wedding Pandas | Aug 2020 - Jan 2022

- Led a team of 25 freelancers, successfully managing 80-90 events, contributing to a significant profit margin of approximately 25 lakhs INR.
- Conducted performance reviews, leading to a 30% improvement in team efficiency, and successfully negotiated and secured long-term contracts with clients.



Retail Marketing and Sales Intern

Xiaomi | May 2020 - Jul 2020

- Surpassed sales target by 20%, achieving a remarkable Rs 1 Lakh INR through an integrated marketing campaign leveraging social media and face-to-face interactions.
- Executed marketing activities, creating impactful collateral such as flyers, presentations, and social media posts, resulting in a 15% increase in product visibility.

Education & Training

2022 - 2023

University of Leeds

Master of Science,

2018 - 2021

BIRLA GLOBAL UNIVERSITY

Bachelor of Business & Bachelor of Arts,

2016 - 2018 ● D.A.V Public School

Secondary Education,