

Saranya M

E: masanamsaranya@gmail.com | M: +447867245274 | L: [linkedin.com/in/saranya-masanam](https://www.linkedin.com/in/saranya-masanam) | A: Guildford, UK | W: marketwithsara.com

SUMMARY

Having recently graduated with an Accredited CIM MSc in Digital Marketing and Channel Management from the **University of Surrey**, with expertise in SEO, keyword research, and data-driven marketing, I am seeking a role as an SEO Growth Specialist. **I have the right to work in the UK.**

EDUCATION

MSc in Digital Marketing and Channel Management, 2:1 | University of Surrey | 2023 – 2024

- Modules: Marketing Analytics (**75%**), Digital Project Development (**72%**), Digital Marketing Strategy (**68%**)
- Dissertation: Impact Impact of Virtual Influencers on Consumer Behavior & Brand Marketing (**65%**)

PGDM (Media and Advertising), 2:1 | Welinkar Education - We School | 2018 - 2020

- Modules: Social Media Marketing (**95%**), PR & Corp Communication (**77%**), Ad A/C Planning (**65%**)
- Dissertation: The Power of Digital Influence: How Content Creators Fuel Business Growth (**77%**)

Bachelors in Management Studies (Marketing), 2:1 | University of Mumbai | 2015 - 2018

- Modules: Business & Entrepreneurial Management (**82%**), Direct Tax (**80%**), Corp comm & PR - (**79%**)
- Dissertation: Consumer Behaviour toward Reliance JIO (**82%**)

WORK EXPERIENCE

Digital Marketing Freelancer | Startup Marketing Agency | March 2025 - Present | Guildford, UK

- Managed content and strategy for 2 clients, increasing Instagram engagement by **65%** and local search visibility by **40%**
- Presented marketing plans to 2 prospects, covering SEO, social media, Influencer marketing and projected ROI
- Optimised Google My Business, leading to a **50%** rise in calls and direction requests

Team Member | Tortilla | June 2023 - Feb 2025 | Guildford, UK

- Promoted loyalty card sign-ups, increasing participation by **25%** through targeted promotional strategies
- Assisted in product launches to drive customer trials by **20%** through interactive sampling activities at events

SEO Executive (Internship) | Vistafolia | April 2024 - June 2024 | Camberley, UK

- Performed on-page SEO enhancements that improved search engine rankings by **15%**, demonstrating a keen ability to increase online visibility
- Conducted SEO audits and resolved **25+** broken links, contributing to improved user experience and site performance

Social Media Marketing Specialist | Finlaw Consultancy | Aug 2022 - March 2024 | Mumbai, India

- Developed and executed targeted social media advertising strategies, increasing lead generation by **50%** and conversion rates
- Enhanced organic social traffic by **10%** by implementing SEO strategies within content initiatives
- Utilized analytics to assess campaign performance, adjusting strategies for maximum effectiveness

Digital Marketing Manager | Wopreneur Media (Agency) | April 2019 - July 2022 | Mumbai, India

- Promoted to Manager within 2 years, leading end-to-end digital marketing strategies
- Led digital marketing initiatives, optimizing SEO that increased organic traffic by **40%**, resulting in significant revenue growth
- Managed comprehensive content marketing campaigns, contributing to a **30%** rise in audience interaction across social platforms
- Collaborated with **500+** influencers, increasing brand reach and engagement by **40%**, showcasing hands-on experience in influencer marketing

Junior Digital Marketing Executive | Afleo Consultancy | June 2018 - Feb 2019 | Mumbai, India

- Drove a **40%** increase in website traffic through SEO and content strategies, directly boosting online sales
- Developed targeted marketing analytics that reduced customer acquisition costs by **30%**, ensuring efficient use of marketing budgets

Customer Relationship Manager (Internship) | Shop 101 | Apr 2017 - Jun 2017 | Mumbai, India

- Increased conversions by **20%** through user engagement strategies based on mobile app insights, enhancing customer experience.

PROJECT

Digital Marketing Consultant | Scholar Co Tuition | July 2023 - Sep 2023 | UK

- Spearheaded the launch of an impactful digital presence, enhancing social media engagement and website traffic by **200%** through targeted campaigns tailored to attract prospective clients
- Developed comprehensive digital marketing strategies that elevated brand awareness by **30%** and improved user engagement by **15%** through effective Google Analytics implementation

Digital Project Development | Vision Engineering | Feb 2023 - May 2023 | UK

- Conducted extensive research to develop an SEO and social media strategy for a successful product launch, resulting in a **15%** growth in engagement.

EXTRACURRICULAR ACTIVITIES

Course Representative | University of Surrey | Feb 2023 - Feb 2024

- Actively engaged with **50+** students to collect feedback, successfully resolving **80%** of issues in high-level meetings and improving course satisfaction scores by **15%**

LANGUAGES, SKILLS AND CERTIFICATES

- **Languages:** English (Advanced proficiency), Tamil, Hindi, Marathi, Malayalam, Telugu
- **Skills:** Google Analytics, Google Search Console, Screaming Frog, SEO, SEM, PPC, Hubspot, SEMRush, Ahrefs, Google Adword, WordPress, Canva, Google Tag Manager
- **Certifications:** **CIM ACIM Member**, Google - Fundamentals of Digital Marketing, Skillshop - Dive Deeper into GA4 Data and Reports, HubSpot Email Marketing Certification Training, Harvard Business Publishing Case Studies for Digital Marketing

References Available on Request