



SAKSHI SAH

BBA-MS (MARKETING & HR)

CONTACT

7526054019
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Lucknow, Uttar Pradesh
Open to relocating

SKILLS

Client Engagement & Sales
Cold Calling & Outreach
CRM Software
Communication & Coordination
Meta Ads & Google Ads
Performance Marketing
Real Estate Lead Generation
Digital Marketing & SEO
MS Office 365 (Word, Excel, PPT)
Canva & Content Design
Video Editing (CapCut)
Adobe Photoshop

EDUCATION

BBA-MS (Management Science)

GLA University, Mathura
Batch 2024–2027 | Current CGPA: 7.0

Senior Secondary (12th), Commerce

Lucknow Public School, Lucknow (CBSE)
Percentage: 75%

Secondary (10th)

Lucknow Public School, Lucknow (CBSE)
Percentage: 65%

PROFILE

Third-year BBA-MS student specializing in Marketing with a minor in HR, bringing hands-on experience in client-facing sales, direct customer engagement, and digital campaign management across internships and freelance projects. Comfortable with cold outreach, CRM management, and building client relationships, backed by industry certifications in Google Analytics, HubSpot, and Semrush. Seeking a Business Development role to apply strong communication, persuasion, and relationship-building skills.

WORK EXPERIENCE

Sales Executive Intern — Dabur (at Reliance Smart Bazaar), Lucknow Aug 2026

- Worked on-ground as a Sales Executive intern for Dabur, directly engaging customers at the point of sale.
- Assisted with in-store sales activities, product pitching, and customer engagement to drive Dabur product sales.

Marketing Intern — KMD Real Estate, Mathura July-Aug 2026 (1.5 Months)

- Managed company CRM and delivered daily client follow-ups to internal teams.
- Ran Meta Ads campaigns and analyzed the online real estate market to improve client engagement.
- Handled Instagram page management, creating daily creatives and AI-generated ad videos.
- Worked on website boosting and basic on-page SEO.

Performance Marketer — Brickonn Real Estate, Vrindavan July-Aug 2026 (2 Months)

- Planned and ran performance marketing campaigns (Meta & Google Ads) to generate qualified real estate leads.
- Tracked key metrics (CTR, CPL, conversion rate) and optimized ad spend to improve campaign ROI.
- Coordinated with the sales team to route qualified leads and schedule site visits for prospective buyers.
- Researched local Vrindavan real estate market trends and competitor listings to refine targeting and ad messaging.

Digital Marketer & Designer (Marketing Manager) — Media On Stake, College Startup Oct 2025 – Apr 2026

- Managed SEO and digital marketing campaigns end-to-end for a student-run brand.
- Designed high-conversion social media creatives for brand campaigns.
- Worked on brand positioning, content planning, and audience engagement strategy.

Resource Person — Social Internship – AALI, Lucknow June-July 2025 (2 Months)

- Contributed to on-ground activities and coordination as part of the social internship.

Graphic Designer — IBM Department, GLA University (Internship) 2025 (3 Months)

- Designed graphics and visual content for department initiatives and events.
- Supported branding and creative material requirements for the department.

Freelancer – Digital Marketing, Content Creation & Designing — Freelancer 2024 – Present

- Offer digital marketing, content creation, and graphic design services to multiple clients.
- Directly connect with customers to understand requirements and deliver tailored creatives and campaigns.
- Designed logos, branding kits, and social media creatives for multiple clients.

SEO Executive — WebUltro Technologies Mar 2024 – Sep 2024

- Worked on SEO & SMO strategies across multiple client projects, including two 3-month international projects (Edellin.ca and ViewTech.ca).
- Executed complete on-page and off-page SEO, keyword research, content optimization, and backlink building.
- Managed website performance and improved organic visibility using Google Analytics and Search Console.

Graphic Designer — Tribeca Ply 2023 – 2025

- Designed posters, banners, and marketing creatives.
- Strengthened overall brand presence through consistent visual identity.

CERTIFICATES & COURSES

- Digital Marketing Course – Webultro Technology (2024)
- Google Analytics 4 (GA4) Certification
- HubSpot Social Media Certification
- Semrush Content Marketing Certification
- Semrush AI-Powered Marketing Certification
- HR Fundamentals Certification – SalaryBox Academy
- HR Generalist Certification – Keka Academy

CO-CURRICULAR ACTIVITIES

- Designing Head, Goonj Society Club, GLA University (2025 – Current)
- Marketing & Designing Head, Saarthi Club, GLA University (2025 – Current)
- Runner-up, Spandhan 2024-25 – Master Chef
- Member, NHRDN Mathura (2024 - Current)
- Youth Council Member, National Human Rights and Women Welfare Organization, Mathura (2025 – Current)
- Member, Seva Samiti Foundation (SSF) (2026 – Current)