

SARAH KANYANDEKWE

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Growth and creativity-focused digital marketing professional with a demonstrated track record of implementing successful marketing strategies. A recent Master's graduate, leveraging analytical thinking and innovative branding techniques to drive substantial business impact and value

EDUCATION

New York University

MS Integrated Marketing, Concentration in Brand Management
GPA - 3.86

New York, New York

January 2022 - December 2023

Northeastern University

BS in Communication, Minor: Criminal Justice & International Affairs

Boston, MA

May 2021

EXPERIENCE

Revel Media

Marketing Intern

Milwaukee, WI

Jun 2023 - Aug 2023

- Spearheaded social media rebranding initiative, enhancing brand visibility boosting engagement by 40%
- Managed and led innovative content marketing strategy, leading to a 5% customer retention increase in 2 months
- Boosted subscriber growth by 1.4% through digital marketing and strategic brand partnerships
- Increased newsletter sponsorship revenue through elevated brand collaborations

Pavillon 54

Social Media & Marketing Intern

London, UK

May 2022 - October 2022

- Facilitated the website migration from Artlogic (web based art inventory platform) to Shopify leading 2% more website traffic
- Discovered and helped sign an new emerging artist which lead to a 5% increase in gallery visits in just two months
- Oversaw and produced monthly reports on KPI metrics
- Created and maintained a comprehensive content calendars for all social media, including Facebook, Twitter, Instagram and LinkedIn

BMAS Agency

Digital Marketing Intern

London, UK

Nov 2021 - March 2022

- Planned, executed and evaluated social media campaigns resulting in a 10% increase in both impressions and consumer conversion
- Performed in-depth competitive analyses to identify client opportunities and threats, leading to a 7% increase in brand awareness
- Monitored social media conversations and provided actionable insights for client partners allowing them to prevent a crisis
- Created and designed innovative video content for clients to use across platforms, increasing daily story views by 10%

National Fire Protection Association

Public Affairs Intern

Boston, MA

Jan 2020 - July 2020

- Led and organized an informative fire protection session at Squantum Elementary School
- Gathered data from tracking and analyzing all social and website analytics for long-term social strategies leading in 15% growth in website traffic over six months
- Assisted in the management of content across social media platforms and websites
- Oversaw and updated daily the client database

SKILLS

Digital Marketing & Data Analysis: SEO, SEM, PPC, Google Analytics, Tableau, Google Data Studio

Content Management: Proficient in Shopify, Hootsuite, Planoly, Mailchimp

Languages: English (fluent), French (native)

Softwares: Microsoft (Excel, Word, PowerPoint), Salesforce (Marketing/Advertising)

Behavioral: Organization, Leadership, Problem Solving, Collaborative, Resilient, Great Communicator, Empathetic, Dependable, Intuitive, Sympathetic

Certifications: Hootspot Marketing Software (2022), Google analytics (2022)