Sushant Khande

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PROFESSIONAL SUMMARY

Digital Marketing professional with an MSc in Digital Marketing and Analytics from the University of Liverpool and hands-on experience in SEO, PPC, social media marketing, local SEO, content marketing, and web analytics. Skilled in supporting and optimizing digital marketing campaigns, improving online visibility, and using data-driven insights to measure performance and identify growth opportunities. Proficient in Google Analytics (GA4), Google Ads, Meta Ads, SEO tools, and AI-powered marketing platforms. A collaborative, analytical, and detail-oriented professional with strong problem-solving and communication skills.

EDUCATION

University of Liverpool — Liverpool
Master of Science in Digital Marketing and Analytics — Dec 2024
Relevant Coursework: Marketing And Digital Analytics, Experiential Marketing, Services Marketing, Strategy, Planning and Implementation.

WORK EXPERIENCE

Benugo (John Lewis – Oxford Street) — London, UK
Digital Marketing Intern — Dec 2025 – May 2026

- Managed and updated the branch's Google My Business (GMB) listing, ensuring accurate store information, hours, visuals, and customer interactions.
- Provided content and UX improvement suggestions for the Oxford Street branch page on the Benugo website to enhance customer discovery and clarity.
- Conducted **competitor research** on local cafés and hospitality brands, identifying opportunities to improve local visibility and digital engagement
- Monitored customer reviews and supported timely responses, helping maintain an active and customer-focused online presence.

Donutelier — London, UK
Social Media Marketing Intern — Oct 2024 – Mar 2025

- Managed and updated the brand's social media accounts (Instagram, Facebook, TikTok), ensuring consistent posting, captions, and brand tone across platforms.
- Collaborated closely with the marketing and creative team to conceptualize campaign ideas and adapt trends into brand-relevant content.
- Monitored social media performance metrics and shared campaign insights to support future content planning and optimization.
- Assisted in creating monthly **content calendars** and scheduling posts to ensure consistent audience engagement across platforms.

Tech Bay Leaf — Mumbai, India
Digital Marketing Executive — Aug 2022 – Feb 2023

- Led end-to-end digital campaign management across SEO, PPC, email, and social platforms, driving a 25% increase in qualified leads within six months.
- Managed PPC advertising via Google Ads and Meta platforms, optimizing campaigns to reduce CPC by 15% and boost CTR by 20%, aligned with performance KPIs.
- Developed and executed a content strategy backed by competitor and keyword research, increasing organic traffic by 20% through on-page and technical **SEO enhancements**.
- Utilized Google Analytics (GA4) and Search Console to monitor traffic trends, user behavior, and conversion data, delivering actionable insights in weekly performance reports.

- Collaborated with creative and development teams to align content and design with SEO best practices, resulting in improved landing page engagement and conversion rates.

Beyonders Remote

Social Media Marketing Intern Sep 2021 – March 2022

- Executed a social media strategy across Instagram, LinkedIn, Facebook, and X, driving 30% follower growth and a 45% increase in engagement through targeted content creation and scheduling.
- Analyzed performance metrics using Meta Insights and Google Analytics, delivering weekly analytics and insights that informed post timing, audience targeting, and content optimization.
- Collaborated with designers and editors to produce high-performing Reels, carousels, and branded visuals, aligning content creation with campaign goals and platform-specific trends.
- Managed and optimized paid social media campaigns, achieving a 3.5x return on ad spend (ROAS) and expanding brand reach by 60% through precise audience segmentation and A/B testing.
- Led **community management** by responding to comments, DMs, and mentions in real-time, fostering a loyal audience and enhancing brand sentiment across all platforms.

CERTIFICATIONS

- ChatGPT for Data Analytics
- Build Your Generative AI Plan for Marketing Success
- Generative AI for Digital Marketers
- Artificial Intelligence for Marketing
- Getting Started in Google Analytics
- Marketing Analytics
- Introduction to Data Analytics
- Foundations: Data, Data, Everywhere
- SQL: A Practical Introduction for Querying Databases

KEY SKILLS

Technical Skills: SEO, Google Analytics, Google Ads, Meta Ads, Canva, WordPress, Hootsuite, Mailchimp, SEMrush, Excel, Content Creation, Chat GPT, Reporting Dashboards, R, Python, Sql.

Business: Strategic Thinking, Campaign Planning, Brand Management, Market Research, Creativity, Communication, Problem-Solving, Time Management, Adaptability, Cross Team Collaboration.