

Sandhya Joshi

FIIB | PGDM 2019

Sales | Marketing

Proven Skills – Flexibility in working with Cross-Functional Teams

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Profile Summary

Marketing professional with 5+ years of experience in Sales and Marketing, with hands-on expertise in digital campaigns, audience research, and brand communication. Skilled at driving growth through strategic planning and execution, with a strong focus on delivering value and building lasting brand impact.

PROFESSIONAL EXPERIENCE

Micelio Mobility Pvt Ltd (Jan 2022–Present)

Assistant Manager (Marketing) (Jan 2022- March 2025)

Deputy Manager (Marketing) (March 2025- Present)

- Develop and implement integrated marketing strategies, which led to a 279% increase in organic traffic within three months through SEO enhancements
- Generate 300+ qualified leads annually via multi-channel campaigns, including email marketing, paid media, social media, and digital outreach.
- Leading a 5-member team to deliver strategic marketing projects, manage 25+ events annually, thus enhancing brand visibility through partnerships and agency collaborations.
- Drive product marketing for testing facility and digital transformation by building user-centric websites, CRM-integrated member portals, and onboarding platforms like Zoho for operational efficiency.
- Expand market presence pan India through ATL & BTL campaigns, competitive positioning, and localized go-to-market strategies significantly boosting engagement and revenue.
- Use data analytics tools to track KPIs, measure campaign effectiveness, and continuously optimize content and targeting strategies for maximum ROI.

Cue Learn Pvt Ltd (Oct 2020-Dec 2021)

Associate Project Manager (Marketing)

- Identified and onboarded global marketing agencies across CPL, CPC, and CPD models, significantly scaling lead generation efforts
- Optimized daily campaign performance using data-driven insights and proactive coordination with agencies and internal teams.
- Collaborated with stakeholders to plan and allocate monthly marketing budgets, maximizing ROI and ensuring consistent lead quality.
- Aligned marketing execution with sales and creative teams to ensure cohesive, timely campaigns.
- Managed vendor budgets, developed conversion-optimized landing pages, and tracked performance metrics to refine strategies.

Reckitt Benckiser Pvt Ltd (April 2019-April 2020)

Associate Territory Sales Incharge

- Led successful product launches, executing targeted promotional campaigns and ensuring timely rollouts across the assigned territory.
- Drove consistent revenue growth (avg. ₹30 Lakh/month) by coordinating with internal teams and channel partners to implement high-impact sales and marketing strategies.
- Led and motivated a team of DBSRs, providing product training and maintaining a performance-driven culture and overseeing the collection of payments from retail partners.
- Generated and analyzed daily performance reports to assess and optimize the effectiveness of marketing initiatives and improve partner channel effectiveness.

SKILLS

- Strategic Planning
- Content Generation
- Email Marketing
- Social Media
- Vendor Management
- Data Interpretation

TOOLS

- Google Analytics
- Canva
- Mailchimp
- Zoho
- LeadSquared
- WordPress/ CMS

ACHIEVEMENTS

- Best Performer – Udaipur Territory
- Super Squad – Global Summit
- Team Player of the Quarter (2023 & 2024)
- Anchor of Assurance – Timely Deliveries

QUALIFICATION

PGDM (*Sales & Marketing*)

Fortune Institute of International Business (2017 – 2019)

BCom Hons

LLDIMS, Indraprastha University (2013-2016)

12th (CBSE)

Army Public School, Dhaula Kuan (2012-2013)

10th (CBSE)

Army Public School, Dhaula Kuan (2010-2011)

INTERNSHIP

Future Consumer Limited (April 2018 – June 2018)

- Strategized and executed brand-building initiatives, successfully enhancing brand presence and identity.
- Drove targeted promotional campaigns to boost awareness of the new NPR product under the Kara brand, ensuring maximum reach and engagement.