

SAHANA PARVIN

Brand & Marketing Manager | Campaign Operations, Project Management & Performance
+91 8918281204 · sahanaparvin@gmail.com · sahanaparvin.in · [LinkedIn](#)

SUMMARY

Brand and marketing professional with nearly 6 years running campaigns end to end across concurrent accounts, teams and deadlines. Has led a team of seven across four simultaneous client accounts, built the project plans, timelines and documentation behind multi-month campaign programs, and coordinated creative, development, media and vendor teams who did not report to her. Comfortable owning the operational half of marketing: sequenced plans, content and send calendars, tracking taxonomies, KPI reporting and post-campaign learnings. Hands-on with Asana, Notion, Go High Level, Mailchimp, GA4, Google Tag Manager, Meta Ads and Google Ads.

EXPERIENCE

Reliant Dental Partners Remote, United States
Branding & Marketing Manager (Contract) 07/2026 – 09/2026
Three-month contract to build the marketing function for a newly founded practice group. Nothing was in place at the start: no brand system, no tracking, no acquisition channel, no content operation.

- Worked to a sequenced 13-week plan that put the brand system and tracking infrastructure in place before any paid spend went live
- Built and ran a 10-week content program, turning 40 ideas into 140 posts across five channels; a reuse framework cut production work roughly in half and bulk-import CSVs sustained about 14 posts a week in under three hours on no tooling budget
- Interviewed and hired three contractors alongside the founder (back-end web developer, design intern, content intern) and directed their day-to-day work
- Specced the Google Tag Manager setup end to end: event naming, conversion tags and lead-capture triggers
- Mapped the client journey from first contact to activated account and specced the Go High Level email and SMS automation behind it
- Ran a Meta lookalike campaign producing 300 qualified leads in three weeks on \$700 of spend (about \$2.33 per lead), converted into 50+ booked calls and demos within the first month
- Introduced a claims review step that caught five assets citing unsourceable financial figures before they shipped
- Audited search and AI answer-engine visibility, identified 14 structural gaps and wrote a prioritised three-month fix list

Gubblebums Media LLP Remote, Goa, India
Brand Manager (Full-time) 12/2025 – 06/2026

- Ran four concurrent client accounts across EdTech, real estate, hospitality and travel with a team of seven: two junior brand managers, three designers and two content writers
- Owned campaign execution, timelines and monthly performance reviews for all four accounts, and was the client-facing point of contact on each
- Planned and ran monthly themed photo and content shoots for every account, writing the shoot plans, requirement checklists and direction notes, and directing a photographer, assistant photographer and freelance videographer on set
- Built awareness, remarketing and conversion funnels across Meta and Google, reaching 80K+ impressions and 4.5K clicks
- Tracked and reported performance using GA4, Google Tag Manager, Ahrefs and SEMrush, and supported SEO optimisation across accounts
- Coordinated influencer outreach and creator collaborations for regional growth campaigns
- Key accounts: Xcellify (EdTech), B:Live Experiences / Rare Escapes (travel), Alila Diwa Goa (hospitality), Ashray Developers (real estate)

The Bare Bar Bangalore, India
Brand Associate (Full-time) 11/2024 – 11/2025

- Managed brand communication across social, website, email and paid channels for a D2C skincare brand
- Led the brand revamp end to end, including the brand film and founder film: ideation, storyboarding, scripting, voiceover and shot-by-shot visual direction delivered remotely to the video team
- Managed a content writer and an intern, setting brief standards and reviewing output
- A/B tested ad creative and messaging, scaled winning variants and lifted ad CTR by 30%
- Developed campaign messaging, landing page copy and creative briefs for product launches and paid campaigns
- Coordinated with media buyers and designers, and supported founder branding and audience growth

Rawr Digital Agency Remote
Copywriter & Content Strategist 08/2023 – 12/2025
Full-time to 10/2024, then part-time from 11/2024 alongside The Bare Bar.

- Managed content calendars, landing pages and email campaigns for beauty, fashion, lifestyle and hospitality brands
- Produced campaign copy and social content across multiple concurrent client accounts
- Developed SEO-focused content strategies and collaborated with creative teams on brand positioning

ScoopWhoop Media Delhi, India
Content Writer 02/2022 – 09/2023

- Wrote branded articles, scripts and campaign content for brands including Amazon, Mango and Myntra
- Boosted digital engagement by 20% through social-first storytelling
- Collaborated with editorial and brand teams on sponsored content and SEO-friendly long-form pieces

Freelance Remote
Content Strategist & Social Marketer 01/2021 – 12/2025

- Social campaigns, founder-led content and digital brand strategies for startups and creator-led businesses
- Landing pages, scripts, marketing collateral and audience-focused content across industries

SKILLS

Project & Campaign Operations: Campaign Management · Project Planning & Sequencing · Asana · Notion · Campaign Documentation & Post-Mortems · KPI Tracking & Reporting · Content & Send Calendars · Cross-Functional Coordination · Stakeholder Management · Vendor & Agency Management · Hiring & Onboarding · Team Leadership

Email, SMS & Lifecycle: Go High Level (GHL) · Mailchimp · HubSpot (working knowledge) · Email & SMS Campaign Production · Marketing Automation · CRM Workflows · Client Journey & Onboarding Design

Analytics & Performance: GA4 · Google Tag Manager · Conversion Tracking & Event Taxonomy · Meta Ads Manager · Google Ads · Budget Management · A/B Testing · Search Console · Funnel & Conversion Optimisation · Campaign Reporting

Brand & Creative: Brand Systems & Guidelines · Brand Positioning · Creative Direction · Creative Briefing · Photo & Video Shoot Production · Storyboarding · Scripting · Voiceover · SEO · GEO / AEO · Ahrefs · SEMrush · Landing Page Optimisation

Tools: Asana · Notion · WordPress · Canva · Google Workspace · Microsoft Office Suite · InShot

CERTIFICATIONS

- Forward Program, McKinsey.org, December 2025 · [View certificate](#)
- The Complete Digital Marketing Course, Udemy · [View certificate](#)
- Portfolio: sahanaparvin.in