

SAHANA PARVIN

BRAND MANAGER | GROWTH MARKETING & DIGITAL STRATEGY
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Summary

Brand and marketing professional with 5+ years of experience across digital strategy, performance marketing, campaign management, and brand growth. Skilled in managing multi-channel campaigns across D2C, hospitality, education, and lifestyle brands. Experienced in Meta Ads, Google Ads, SEO, analytics, stakeholder management, and growth-focused creative strategy.

Experience

Gubblebums Media LLP

Remote, Goa, India

Brand Manager

12/2025 - Present

- Managed digital strategy and campaign execution for brands in education, hospitality, and lifestyle sectors, focusing on engagement and growth.
- Coordinated Meta and Google Ads campaigns, achieving over 80K impressions and 4.5K clicks, enhancing brand visibility.
- Led client communication and campaign planning across cross-functional teams, ensuring effective collaboration and successful monthly reviews.
- Oversaw social growth and audience interaction workflows, enhancing engagement and managing reviews.
- Supported SEO optimisation and analytics tracking, improving landing page performance using GA4, GTM, Ahrefs, and SEMrush.
- Developed campaign funnels for awareness, remarketing, and conversion across Meta and Google platforms.
- Managed influencer outreach and creator collaborations for regional growth campaigns, driving increased reach.
- Key Accounts Managed: Xcellify, B:Live Experiences/Rare Escapes, Alila Diwa Goa, Ashray Developers.

The Bare Bar

Bangalore, India

Brand Associate

11/2024 - 11/2025

- Managed brand communication across social, website, email, and paid marketing channels for a D2C skincare brand.
- Improved ad CTR by 30% through performance-focused messaging and creative optimization.
- Collaborated on Meta and Google campaigns to support engagement, traffic, and conversion goals.
- Supported founder branding and audience growth strategies across digital platforms.
- Conducted audience research, competitor analysis, and creative testing for campaign optimization.
- Developed campaign messaging, landing page copy, and creative briefs for product launches and paid campaigns.
- Coordinated with media buyers and designers to improve campaign execution and performance consistency.

Rawr Digital Agency

Remote

Copywriter & Content Strategist

08/2023 - 12/2025

- Created campaign copy and social content for beauty, fashion, lifestyle, and hospitality brands.
- Managed content calendars, landing pages, and email campaigns across digital channels.
- Developed SEO-focused content strategies to improve engagement and organic visibility.
- Collaborated with creative teams on brand positioning and campaign execution.

ScoopWhoop Media

Delhi, India

Content Writer

02/2022 - 09/2023

- Delivered branded articles, scripts, and campaign content for brands including Amazon, Mango, and Myntra.
- Boosted digital engagement by 20%, crafting social-first storytelling and thought-provoking ideations.
- Collaborated with editorial and brand teams on sponsored content and campaign execution.
- Created SEO-friendly long-form content to support engagement and organic reach.

Freelance

Remote

Content Strategist & Social Marketer

01/2021 - 12/2025

- Developed social campaigns, founder-led content, and digital brand strategies for startups and creator-led businesses.
- Created landing pages, scripts, marketing collateral, and audience-focused content across industries.
- Supported audience growth, engagement, and positioning through performance-oriented communication strategies.

Skills

Brand & Marketing:

Brand Management • Growth Marketing • Digital Marketing • Campaign Strategy • Brand Positioning • Audience Research • Marketing Operations • Influencer Coordination • Stakeholder Management • Client Communication

Performance & Analytics:

Meta Ads Manager • Google Ads • GA4 • GTM • Search Console • Campaign Reporting • Funnel Optimisation • Conversion Optimisation • Performance Marketing

SEO & Content:

SEO Optimisation • Ahrefs • SEMrush • Content Strategy • Landing Page Optimisation • Social Media Strategy • Creative Strategy • Email Marketing • Organic Growth Strategy

Tools: Notion • WordPress • Canva • Google Workspace • Microsoft Office Suite • Inshot

Training / Courses

[McKinsey.org Forward Program](#) — [McKinsey.org](#)

[The Complete Digital Marketing Course](#) — [Udemy](#)