

SANCHITA PAL

WORDPRESS | GRAPHIC DESIGN | DIGITAL MARKETING

[+971 50 857 1768](tel:+971508571768) | sanchitapal.work@gmail.com | www.sanchitapal.me

Dubai, United Arab Emirates | London, United Kingdom

[LinkedIn](#)

ABOUT

Creative Graphic Designer, WordPress Developer, and Digital Marketer with hands-on experience designing visual content and building high-performing, user-friendly websites. Skilled in SEO, social media, and brand development, with a proven ability to improve engagement, search rankings, and lead generation. Brings together design, technical skills, and practical marketing strategies to deliver effective digital solutions and real business results.

PROFESSIONAL EXPERIENCE

Marketing Executive - Zomi Wealth (UK Based)

August, 2024 - Present

DIFC Dubai, UAE (employed via Calveley Project Management)

- Led marketing strategy across 7 subsidiary brands, managing digital growth on LinkedIn, TikTok, Instagram, and Facebook while delivering investor-facing assets for HNWIs within the UK financial sector
- Designed, developed, and maintained 6+ websites, implementing technical SEO improvements to enhance UX, performance, and conversion rates
- Built and executed email funnels and weekly newsletters via Mailchimp, driving lead generation and investor outreach with above-benchmark open and click-through rates
- Produced and distributed SEO-optimised blog content and podcast episodes across Spotify, Apple Podcasts, YouTube, and Amazon Music, strengthening brand authority and thought leadership
- Analysed campaign performance via Google Analytics and Meta Business Suite, delivering monthly insights and coordinating outsourced teams to ensure high-quality project delivery

Marketing Executive - Kontar Training Center

March, 2023 - August, 2024

Dubai, UAE

- Designed, developed, and maintained 3 e-commerce websites with responsive design, fast load speeds, and seamless UX, implementing SEO best practices that secured first or second-page Google rankings for competitive keywords
- Developed and executed a comprehensive digital marketing strategy covering SEO, Google Ads, SMM, and email campaigns to drive lead generation and course enrolments
- Managed and grew Facebook, Instagram, and TikTok channels through targeted ad campaigns and engaging content, achieving high conversion rates
- Planned, optimised, and reported on Google Ads campaigns to drive qualified traffic and maximise ROI, supported by performance analysis via Google Analytics and Meta Business Suite
- Edited promotional and educational videos in collaboration with videographers and motion designers for use across social media and web platforms

Web, Branding & Amazon Specialist - Freelancer

2019 - Present

- Built and launched 50+ WordPress websites for global clients across diverse industries, focusing on responsive design, speed, UX optimisation, and on-page SEO to improve organic visibility and engagement
- Delivered end-to-end branding and creative assets, including logos, brand identities, stationery, marketing materials, social media graphics, and custom infographics tailored to client's business goals
- Managed monthly social media content for multiple clients, wrote and optimised Amazon product listings using targeted keywords, and provided ongoing performance improvements across web and digital channels

EDUCATIONAL QUALIFICATIONS

MBA Graphic Design	2021-2023
International School of Design, India	
BA Programme	2017-2020
Delhi University, India	
Higher Secondary Education	2014-2016
Vishwa Bharati Public School, India	

PROFESSIONAL CERTIFICATIONS

Digital Marketing	2022
Hansraj College, Delhi University	
Multimedia Design (1 Year)	2018 - 2019
Oxford Institute, Delhi	
Computer Programming (1 Year)	2017 - 2018
Young Women Christian Association, Delhi	

SKILLS

- SEO (On-page, Off-page, Technical) · Google Ads & PPC · Social Media Marketing · Email Marketing
- Lead Generation · E-commerce Marketing · Backlink Building · Web Design & Development
- WordPress Development & Customisation · Branding & Identity Design · Video Editing & Podcast Production
- Amazon Listing Optimisation & PPC · Content Creation & Scheduling · Campaign Analytics & Reporting

TOOLS & PLATFORMS

- Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere Pro, XD) · CorelDRAW · Figma · Canva Pro
- CapCut · WordPress · Elementor · Divi · WooCommerce · cPanel · Google Analytics · Google Merchant
- Google Trends · Meta Business Suite · Google Ads · Mailchimp · Hootsuite · Amazon Seller Central
- Helium 10 · Jungle Scout · RSS.com · AI Tools

INDEPENDENT PROJECTS

- Delivered branding, logo design, and creative assets for 8+ clients across India, UK, Belgium, UAE, Australia, and Italy - including business cards, packaging, stationery, and social media content
- Built and launched WordPress and WooCommerce websites for clients across multiple sectors:
· [Nordic Flavors](#) · [The Nacre](#) · [My Company Benefits](#) · [Danish Bakery](#) · [Rise Up Stronger](#) · [Onyx](#)
- Managed Amazon Seller Central and PPC campaigns across the UK, UAE, and US marketplaces, writing SEO-optimised listings and achieving consistent first-page rankings
- Produced and edited two Arabic music videos, managing post-production, graphics, captions, and multi-platform social media formatting: [Habbeid ddineh](#) · [La Ta3bathi](#)

LANGUAGES

- English (Fluent)
- Hindi (Native)