



MOLLY SONKER

Aspiring Social Media Marketer

ABOUT ME

As a passionate and innovative digital marketing enthusiast, I specialize in crafting compelling creatives that drive engagement and tell stories. From executing impactful social media paid campaigns for brands to designing visually appealing and result-driven social media organic content, my work reflects a blend of creativity and strategy. With hands-on experience in website designing, I bring ideas to life through user-friendly and aesthetic digital spaces, creating experiences that captivate audiences and deliver measurable outcomes.

INTERNSHIP

Human Resource Intern

2022-2023

Youth Empowerment Foundation

- Assigned tasks to the candidates and managed them with all their queries.
- Maintained and organized data of 100+ candidates.
- Constantly updated the company's contact and mailing lists
- Enlisted prospective candidates.
- Reviewing CV of potential candidates.

PROJECTS

Social Media Organic

Drools

- Designed spec ads for the brand according to their brand tone and brand color.
- Crafted platform specific content for Instagram, Facebook and LinkedIn to maximize engagement and awareness.
- Analyzed their social media presence.

Social Media Paid

The Body Shop

- Crafted platform specific spec ads tailored to the brand's unique identity and audience on the two campaigns i.e. Green is the new black and Black Friday Sale.
- Did audience targeting based on interests in wellness, sustainable living, and self-care, catering to urban and semi-urban India.
- Created a remarketing strategy to re-engage website visitors and past customers to enhance brand loyalty and drive conversions.

Website Designing and Development

- Created website using Wordpress and Elementor pro
- Used different plugins and features on Wordpress for crafting a Portfolio Website
- Did on- page, technical and off-page seo of the website

EDUCATION

IIDE - The Digital School, Delhi

Post Graduation Programme in Digital Marketing

2024 - Present

University of Lucknow, Lucknow

Bachelor's in Commerce (Honors)

2019 - 2022

CONTACT

 [Molly_Sonker](#)

 [My Portfolio](#)

 [My Projects](#)

 Delhi, India

SKILLS

- Social Media Marketing
- Creative Thinking
- Detail Oriented
- Adaptibility

TOOLS

- Ms-Word
- Ms-Excel
- WordPress
- Shopify
- Canva

SOFT SKILLS

- Communication Skills
- Detail Oriented
- Decision Making
- Interpersonal Skills
- Team Leadership