

SANCHITA PAL

WordPress | Graphic Design | Digital Marketing

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Dubai, UAE

Indian

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PROFESSIONAL SUMMARY

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.

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

PROFESSIONAL CERTIFICATIONS

Digital Marketing

March, 2022 - August, 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

Design & Creative

Adobe Creative Suite (Photoshop, Illustrator, InDesign), CorelDRAW, Figma, Canva Pro, Sketch, Adobe XD, Adobe Premiere Pro, CapCut

Web & WordPress

WordPress, Elementor, Divi, WooCommerce, Theme Customisation, Plugin Setup, Hosting & cPanel Management, Domain & Hosting Migration, Payment Gateway Integration, Website Speed Optimisation

Digital Marketing

SEO (On-page, Off-page, Technical), Google Ads (PPC), Social Media Marketing, Email Marketing, Lead Generation, E-commerce Marketing, Backlink Building

Analytics & Tools

Google Analytics, Google Merchant Center, Google Trends, Meta Business Suite, Mailchimp, Hootsuite

Content & Media

Podcast Management & Distribution (Spotify, Apple Podcasts, YouTube, Amazon Music via RSS.com), Video Editing

Amazon & E-commerce

Amazon Seller Central, Product Listing Optimisation, Keyword Research, A+ Content, PPC Campaigns, Product Ranking Strategies, Helium 10, Jungle Scout

WORK EXPERIENCE

ZOMI WEALTH (UK BASED)

Marketing Executive (August, 2024 - Present)

DIFC Dubai, UAE (employed via Calveley Project Management)

- Designed, developed, and maintained 6+ websites, improving site performance, UX, and conversion rates for Zomi Wealth and its associated brands.
- Worked on SEO optimisation, including meta tags, image alt-text, internal linking, and site structure improvements.
- Worked closely with the Marketing Manager to **plan and execute digital campaigns and brand strategies** across multiple platforms.
- Created and scheduled daily **social media content**, significantly increasing engagement and brand visibility across Facebook, Instagram, LinkedIn, and TikTok.
- Led **social media management**, including content planning, scheduling on Hootsuite, and community engagement.
- Produced and distributed **weekly email newsletters** per month through **Mailchimp**, consistently achieving open and click-through rates well above industry benchmarks.
- Published monthly **SEO-optimised blog content**, contributing to improved organic traffic and keyword rankings
- Edited **podcast** episodes and collaborated with video editors to deliver polished final versions for distribution.
- Managed and published podcast content for Zomi Wealth across **Spotify, Apple Podcasts, YouTube, and Amazon Music** through RSS.com.
- Coordinated with **outsourced marketing professionals** to ensure timely and high-quality project delivery.
- Analysed campaign performance using tools like **Google Analytics** and **Meta Business Suite**, and shared monthly insights with the team.

KONTAR TRAINING CENTER

Marketing Executive (March, 2023 - August, 2024)

Dubai, UAE

- Designed, developed, and maintained **3 e-commerce websites** for Kontar, ensuring responsive design, fast load speeds, and a seamless user experience.
- Developed and executed a comprehensive **digital marketing strategy** for Kontar Training Center, covering SEO, social media marketing (SMM), Google Ads, and email campaigns.
- Implemented **SEO** best practices across Kontar's websites, securing first or second-page rankings on Google for several competitive keywords.
- Managed and grew **social media** channels (Facebook, Instagram, TikTok), creating engaging content and running targeted ad campaigns that resulted in high conversion rates.
- Planned, executed, and optimised **Google Ads campaigns** to drive qualified traffic and increase lead generation and course enrolments.
- Edited **promotional and educational videos**, collaborating with videographers and motion designers to produce high-quality visual content for social media and website use.
- Created and analysed **digital performance** reports using tools like **Google Analytics** and **Meta Business Suite** to guide data-driven decisions and improve ROI.

WEB, BRANDING & AMAZON SPECIALIST

FREELANCER (2019-Present)

- Worked with clients globally to deliver WordPress websites, branding, and marketing assets tailored to their business goals.
- Built and launched **50+ WordPress websites** for clients across various industries, focusing on responsive design, speed, and user experience.
- Designed logos, brand identities, stationery, marketing materials, and social media graphics tailored to client needs.
- Optimised **website performance** and UX, resulting in increased traffic and improved engagement metrics.
- Conducted **keyword research** and implemented **on-page SEO** best practices to enhance organic search visibility.
- Created custom infographics and illustrations that increased user engagement and time on site.
- Managed and scheduled monthly **social media content** for multiple clients, ensuring consistent branding and audience engagement.
- Wrote and optimised **Amazon product listings** using targeted keywords to improve rankings and drive sales.

INDEPENDENT PROJECTS - GRAPHIC DESIGN

BODY BUFF CO - AUSTRALIA

Designed Thank you card, stickers and packaging design for an Australian company.

TOOLS: Photoshop, Illustrator, Canva Pro.

AVENEW BY RH - U.A.E

Prepared visually engaging presentations for internal meetings and client pitches, ensuring consistency with brand identity and business objectives.

TOOLS: Photoshop, Canva, Keynote

LIZZY STUDIO - ITALY

Designed logo and business card for an Italian client, starting her massage studio in Italy.

TOOLS: Photoshop, Illustrator, Canva Pro.

TAXI GENT 222 - BELGIUM

Designed Logo and Car seat back advertising cover for a taxi company in Belgium, Taxi Gent 222.

TOOLS: Photoshop, Illustrator.

VEDKARMA AYURVEDA - INDIA

Designed more than 25 social media posts for an ayurvedic brand that provides natural health care products.

TOOLS: Photoshop, Illustrator, Canva Pro

FLINT MERCHANDISE - INDIA

Planned whole month Social media posts (stories, posts and reels) and designed posts for a merchandise group in Delhi, India. Worked as a Social Media Intern, for 3 months.

TOOLS: Photoshop, Illustrator, Canva Pro, Corel Draw, InDesign.

FASTLINK DELIVERY SERVICE - U.A.E

Designed Business Cards, Social Media Posts, Business Profile for a Delivery Service Provider in Dubai, Fastlink.

TOOLS: Photoshop, Canva Pro

ASTRAL FLAVOURS - INDIA

Designed Brand logo, business cards, brochures, social media posts for a Startup Bakery, Astral Flavours.

TOOLS: Photoshop, Illustrator

CHRISTINE'S CRYSTAL - UK

Designed a logo and website graphics for a crystal selling company in United Kingdom, Christine's Crystals.

TOOLS: Photoshop, Illustrator.

INDEPENDENT PROJECTS - VIDEOS

ARABIC SONG VIDEO + GRAPHICS

- **Habbeit ddineh**
- **La Ta3bathi**

Worked on 2 Arabic Music videos for Mr. Mounir Kontar, UAE. Also worked on its graphics, captions and alignments on all Social Channels.

TOOLS: CapCut, Canva, Photoshop

INDEPENDENT PROJECTS - WORDPRESS WEBSITES

CAVENDISH PRIVATE WEALTH - UK

www.cavendishpw.com

Designed and developed a professional WordPress website for a UK-based wealth management firm, delivering a polished, trustworthy digital presence. Crafted custom graphics and refined visual elements to enhance user experience and brand perception. Supported hosting setup and deployment to ensure optimal site performance.

ONYX - Mauritius

<https://onyx.mu/>

Designed multiple pages for an e-commerce bicycle website in Mauritius, enhancing both aesthetics and functionality. Improved the visual layout, site structure, and user journey to better showcase bicycles, accessories, and cycling products while creating a seamless online shopping experience.

THE NACRE - U.A.E

www.buynacre.com

Built a visually refined WooCommerce WordPress website for a luxury hair care brand based in Dubai. Enhanced performance through image optimisation and speed improvements. Configured WooCommerce for seamless product management and checkout experience.

MY COMPANY BENEFITS - UK

www.mycompanybenefits.co.uk

Developed a custom WordPress WooCommerce website for a UK-based finance company, handling the full scope of branding and design. Created client-facing guides, street posters, and all marketing materials to maintain cohesive brand messaging across platforms.

NORDIC FLAVORS - U.A.E

<https://nordicflavors.ae/>

Designed and developed a clean, modern WordPress website for a premium food brand based in the UAE. Showcased menu and brand identity with a focus on user experience and performance. Integrated direct ordering links to Careem, Talabat, and Deliveroo for seamless customer access. Optimised speed and visuals, ensuring a smooth and visually aligned Nordic-inspired design.

DANISH BAKERY - UAE

<https://danishbakery.ae/>

Built a WooCommerce WordPress website for a premium bakery brand in the UAE with full e-commerce functionality. Integrated subscription options and additional WooCommerce features for seamless ordering and recurring purchases. Optimised performance, speed, and visuals, delivering a clean, modern design aligned with the brand identity.

RISE UP STRONGER – U.A.E

<https://riseupstronger.com/>

Designed and developed a WordPress website for fitness coach Narges Heshmati, showcasing her training programs, personal coaching, and gym services. Integrated subscription functionality for online coaching access and member-based content. Structured a clean, motivational layout focused on user experience and conversions. Optimised for performance, mobile responsiveness, and a strong fitness-driven brand identity.

INDEPENDENT PROJECTS - AMAZON LISTINGS

Researched and identified high-demand products for Amazon marketplaces in the UK, UAE, and US. Wrote SEO-optimized product listings and performed competitor keyword analysis to improve organic rankings. Managed Amazon Seller Central and PPC campaigns, implementing strategies that consistently placed products on the first page of search results. Increased impressions, click-through rates, and sales through continuous optimization.

TOOLS: Amazon, Amazon Seller Central, Jungle Scout, Alibaba, Helium.