

SANJAY LUKOSE

E-Commerce & Digital



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Email

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Website

slukose.com

SOCIAL



Behance

www.behance.net/sanjayluk



LinkedIn

<http://www.linkedin.com/in>

SKILLS

Software Proficiency

Adobe Creative Suite / Proficient in Photoshop, Illustrator, and InDesign

Video Editing / CapCut and other video editing tools

MS OFFICE

Canva

Content Creation Skills

Extensive experience creating marketing materials, social media content, and website designs aligned with brand guidelines.

Proven ability to conceptualize and execute innovative designs that enhance brand identity and appeal.

Copywriting and creative writing skills demonstrated through project experience.

PROFILE

Creative and results-driven professional with proven experience in digital marketing strategies, including campaign management, social media engagement, and performance analysis. Skilled at leveraging data insights to drive brand awareness and customer engagement.

WORK EXPERIENCE

GRAPHIC DESIGNER & FRONT-END WEB DESIGNER

Freelance / 2021 - 2022

- Vendure: Created a cohesive brand identity and user-friendly website for a property rental platform (vendure.us).
- Thirty-Seven Degree Celsius: Designed a modern brand identity and sophisticated menu for a fine-dining restaurant (Behance).
- Legal Ensigns: Delivered a professional logo aligning with the firm's credibility and expertise (Behance).
- Ed-gaddi: Developed a responsive, user-friendly website for an online engineering education platform (edgadi.com).
- Auto Crafts: Revamped brand identity boosted online sales, and increased engagement through social media and e-commerce optimization.

E-COMMERCE PRODUCT AND MARKETING ASSISTANT

Pepper Crafts LLC / 2024

- Developing and maintaining a Shopify e-commerce website, including designing product mockups and writing compelling product descriptions.
- Implementing SEO strategies to optimize product visibility and manage product listings and inventory across Shopify and Amazon.
- Analyzing performance metrics to optimize listings for increased sales, while maintaining consistent branding across all digital platforms.

Digital Marketing Skills

- Social Media Strategy
- Google Analytics
- SEO/SEM Optimization
- Data Interpretation

Other Hard Skills

- Problem-solving
- time management
- creative thinking
- attention to detail

AWARDS

Google

Foundations of Digital Marketing and E-commerce

EXPERIENCE CONTINUED

STORE MANAGER

The Fragrance Shop / 2024

- Spearheaded visual merchandising initiatives that resulted in a 30% sales boost.
- Orchestrated staff training on product display, leading to a 45% increase in customer satisfaction.
- Led marketing campaigns and store layout design, resulting in a 25% increase in footfall.
- Streamlined inventory management, significantly reducing overstock and boosting the store's cash flow.

ASSISTANT MANAGER

The Fragrance Shop / 2023 – 2024

- Orchestrated store layout transformations that boosted customer engagement by 10%.
- Devised and executed product presentation strategies that propelled sales by 5%.
- Cultivated a team-focused environment, coaching staff on delivering superior customer service.

EDUCATION

GLOBAL MBA IN DESIGN MANAGEMENT

University of Gloucestershire / 2023 - 2024

Design Management, Strategic Business Planning, Innovation and Leadership, Global Business Strategy, Project Management, Cross-Cultural Communication.

TOURISM MANAGEMENT / BA (HONS)

University of Kerala / 2017 - 2022

E-Tourism Economics, Sustainable Tourism and Destination Management, International Marketing for Tourism

INTERESTS



Bicycle



Travelling



Music



Painting



Photography

LINGUAGES

English

Native speaker

Malayalam

Near native / fluent

Hindi

Basic communication