

SUNNY HARI

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OBJECTIVE

Graduate from the University of California, Santa Barbara with a Bachelor's degree in Communications looking for a role in digital marketing to utilize refined skills and support a dynamic company.

EDUCATION

University of California, Santa Barbara
B.A. in Communications

Santa Barbara, CA
Graduation Date: June 2022

WORK EXPERIENCE

Holtorf Medical Group / Integrative Peptides

El Segundo/Redondo Beach, CA

Marketing Coordinator

March 2024-April 2025

- Lead all marketing campaigns across social media, email marketing, and advertising channels including content creation, KPI and performance tracking, and strategy building.
- Designed and optimized website landing pages and blog content with a focus on SEO leading to enhanced visibility and user engagement.
- Utilized AI marketing tools to propel marketing efforts into the new age and maximize campaign efficiency and creativity.
- Created and maintained targeted audience segments and contact lists, ensuring effective communication that improved campaign performance and target audience reach.
- Collaborated with teams to produce video content, flyers, and other marketing materials, reinforcing brand presence and patient outreach.

Chartwell Escrow

Torrance, CA

Marketing Coordinator

March 2023-July 2023

- Managed all social media accounts, produced all content and other marketing materials, and planned a content calendar leading to a 100% increase in social media engagement.
- Planned and executed all company events including grand openings of new branches and company parties.
- Supported the Sales Team by managing daily administrative tasks increasing productivity of the team as a whole.
- Designed promotional material and maintained promotional inventory.
- Coordinated with company President to generate monthly company-wide newsletter as well as digital and print advertising material.

Haribiz

September 2021-March 2024

eCommerce Brand Founder

- Built and marketed brand from scratch resulting in over 100 units in sales from new customers.
- Conducted market research on competitors and product potential, providing key insights for new product development.
- Conducted keyword research and product page SEO to maximize product searchability, resulting in a first page product on Amazon.
- Implemented advertising campaigns while tracking KPIs to maximize sales and brand presence.
- Coordinated with Amazon Advertising Specialists to discover and establish new advertising strategies.

The Vape Lounge 760

Escondido, CA

Digital Marketing Manager

March 2021-June 2022

- Developed and implemented digital advertising campaigns including email marketing, increasing sales of top product lines by 10 to 15%.
- Managed and updated the company website with new content and products.
- Prepared between 30 and 50 small and wholesale online orders daily and sent them out to customers in a timely manner.
- Organized and restocked warehouse to maximize space utilization and ensure efficient movement of products.

Imperial Lighting

New Delhi, India

Marketing Intern

June 2018-July 2018

- Conducted marketing analysis and research on potential clients and competition, providing accurate and timely industry intelligence.
- Cold called and emailed 20-40 potential clients daily and referred them to the company's prototypical lighting plans.
- Coordinated with 3 marketing team members to implement marketing campaigns to build brand presence through emails, Facebook, and Instagram.
- Supported 3 marketing team members with basic administrative tasks, increasing productivity.

SKILLS

Microsoft Office Suite | Adobe Creative Suite | Google Analytics | Google Ads Performance Tracking | Canva CapCut | HubSpot Mailchimp | GoHighLevel | WordPress | ChatGPT | Opus | Chopcast | SEO | Facebook/Instagram Ads Manager | Shopify Copywriting | Photography