

SANIKA CHAVAN

DIGITAL MARKETER



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Experienced UX/UI Designer and Digital Marketer skilled in creating user-centered, visually appealing designs for web and mobile platforms. Proficient in tools like Figma, Adobe Creative Suite, and WordPress, with expertise in wireframing, prototyping, and usability testing. Adept at developing impactful marketing strategies, optimizing user experiences, and driving business success. Certified in UX/UI Design and Digital Marketing, with a Master's in Design Management. Passionate about innovation, collaboration, and delivering data-driven solutions to enhance customer engagement and satisfaction.

EXPERIENCE

UX/UI Designer & Marketing Specialist

Tikka Temple

Jan 2024 - Present

- Lead the design and development of the website, creating a user-friendly interface and optimizing it for seamless online ordering, resulting in a 12% increase in website traffic and improved customer experience.
- Coordinate and execute targeted marketing campaigns to promote restaurant offerings, driving higher customer engagement and boosting brand awareness across digital channels, including social media and email marketing.
- Design and produce digital and print marketing materials, such as menus, promotional banners, and social media content, maintaining consistent branding and contributing to a 8% increase in foot traffic.
- Collaborate with the graphic design team to create visually appealing mockups and graphics, ensuring alignment with brand identity and enhancing overall campaign effectiveness.
- Monitor website analytics and track marketing campaign performance using Google Analytics, optimizing strategies and leading to an improved conversion rate during seasonal promotions.
- Manage content creation and updates for the website, including seasonal promotions and new menu items, ensuring the site remains fresh and engaging, contributing to a boost in online orders during key promotional periods.

Retail Supervisor

Claire's

Aug 2024 - Present

- Manage floor replenishment and organize displays in accordance with company guidelines to create an attractive shopping environment and drive sales performance.
- Deliver exceptional customer service by assisting with product selection, resolving inquiries, and ensuring customer satisfaction, fostering loyalty and retention.
- Exceed sales targets by implementing sales strategies, monitoring team performance, and contributing to store profitability.
- Ensure accurate cash handling and register reconciliations, managing financial transactions during opening and closing and collaborating with the visual merchandising team to align product displays with promotional strategies.



Kitchen Team Member

Sept 2023 - Dec 2023

Pasta Evangelist

- Skillfully prepared and presented a wide range of fresh pasta dishes, adhering to company recipes and maintaining consistent quality standards.
- Organized and managed kitchen stations effectively, ensuring smooth operations during peak service hours while maintaining cleanliness and safety.
- Followed all food hygiene and safety protocols, including proper storage, labeling, and temperature monitoring to ensure compliance with health regulations.
- Worked closely with team members and management to meet production targets and deliver exceptional dining experiences to customers.
- Assisted in monitoring stock levels, reporting shortages, and minimizing food waste through efficient usage of ingredients.

Marketing & Communications Co-Ordinator

Sept 2020 - Jan 2022

Pavit's Little Kitchen

- Directed innovative local marketing campaigns, focusing on neighborhood-specific strategies to establish the chain as a go-to dining destination.
- Developed and maintained brand messaging frameworks, ensuring a cohesive tone and positioning across all digital, print, and in-store communications.
- Launched promotional initiatives to drive footfall and online delivery sales, including limited-time offers, loyalty programs, and influencer collaborations.
- Coordinated marketing strategies for seasonal promotions and special offers, driving a 20% increase in sales during holiday and festival periods.
- Implemented customer feedback programs, analyzing insights from surveys and reviews to refine menu offerings and enhance customer satisfaction.
- Coordinated grassroots marketing efforts, such as organizing food sampling events and partnering with local businesses to increase community visibility.
- Streamlined internal communication processes, creating marketing toolkits and training materials for staff to effectively promote ongoing campaigns.
- Oversaw competitive analysis, tracking trends within the fast-food and Indo-Chinese sectors to adapt strategies and maintain market relevance.

Digital Marketing Executive

Feb 2019 - Mar 2020

Ricky's Kitchen

- Developed and executed digital marketing strategies tailored to promote Ricky's Kitchen's brand, increasing online presence and customer engagement.
- Managed social media accounts (Facebook, and Instagram), creating and scheduling compelling content that showcased menu items, promotions, and special events.
- Optimized website content and user experience, implementing SEO best practices to enhance visibility on search engines and drive organic traffic.
- Planned and executed email marketing campaigns, including designing newsletters and analyzing campaign performance to improve open and click-through rates.
- Monitored and analyzed digital marketing performance metrics, preparing detailed reports to inform strategy adjustments and demonstrate ROI.
- Collaborated with cross-functional teams to develop and promote seasonal menus and special offers through digital platforms.
- Designed and managed online advertising campaigns, including Google Ads and social media ads, achieving measurable increases in reservations and takeout orders.
- Engaged with online communities and responded to customer inquiries, fostering positive relationships and enhancing the restaurant's online reputation.



EDUCATION

M.Sc Design Management

Heriot Watt University , Edinburgh

2022 - 2023

B.Sc Interior Architecture

Aditya College of Design Studies , Mumbai

2018 - 2021

CERTIFICATIONS

Advance Certification UX UI Design

Indian Institute of Digital Marketing

2022

Certification Wordpress

Coursera

2024

Certification Graphic Design

Softpro Institute of Digital Marketing

2020

Certification Digital Marketing

2019

Certification AutoCad 2D 3D, 3D Max

2019

SKILLS

Time Management

Creative Problem-Solving

Cross Functional

Collaboration

Critical Thinking

Decision Making

User-Centered Design

Interaction Design

Prototyping,

Wireframing

Responsive Design

Figma

Adobe Creative Suite

SketchUp

Balsamiq

InVision Studio

Microsoft Suite 365



REFERENCES AVAILABLE UPON REQUEST

