

SANJO JOSE

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LinkedIn: www.linkedin.com/in/onlinesanjo | Location: Kochi, Kerala, India

PROFESSIONAL SUMMARY

PGDM student specializing in Marketing and Business Analytics, driven by curiosity about how people think, behave, and make decisions. Combines creativity with data-driven insight to craft campaigns that resonate and deliver measurable results. Skilled in digital marketing, consumer behavior, and analytics tools including Excel, Power BI, Tableau, and Python. Seeking opportunities that blend brand strategy, digital innovation, and analytics to help businesses grow through insight-led decisions.

EDUCATION

Post Graduate Diploma in Management (PGDM)

Muthoot Business School, Kochi | 2024–2026

Specialization: Marketing & Business Analytics

Bachelor of Arts (General)

Indira Gandhi National Open University (IGNOU) | 2020–2023

India's premier open university known for democratizing education.

Higher Secondary Education (Science Stream)

Government Higher Secondary School, Meenangadi | 2018–2020

Focus on analytical thinking and foundational knowledge.

Secondary Education (10th Grade)

St. Peters & St. Pauls English High School, Meenangadi | 2017–2018

Recognized for holistic education and academic excellence.

INTERSHIPS & EXPERIENCE

Marketing Intern – Omnichannel Marketing

Muthoot Finance, Kochi, Kerala | [Insert Duration]

- Coordinated omnichannel marketing operations across digital and offline platforms.
- Participated in performance review meetings to optimize campaign strategies.
- Conducted data collection and analysis to support marketing decisions.

- Facilitated interdepartmental coordination for seamless execution.

Sales & Operations Coordinator

Green Earth Solutions, Wayanad, Kerala | [Insert Duration]

- Managed sales coordination and operational logistics for eco-friendly product distribution.
- Supported inventory tracking, client communication, and order fulfillment.
- Conducted local market research and customer feedback collection.
- Collaborated with field teams to achieve sales targets.

SKILLS

Management & Business Skills: Leadership & Team Management, Strategic Thinking, Communication & Negotiation, Marketing Strategy, CRM, Market Research, Brand Positioning, Project Coordination.

Technical & Analytical Skills: MS Excel, Power BI, SPSS, Google Ads, Tableau, Python & pandas, HubSpot, Salesforce, Google Analytics, SEO & SEM Tools.

Soft Skills: Teamwork, Presentation & Public Speaking, Empathy, Storytelling, Adaptability, Time Management, Problem Solving & Critical Thinking.

CERTIFICATIONS

- Google Digital Marketing & E-commerce Professional Certificate – Google via Coursera
- Meta Marketing Analytics Professional Certificate – Meta via Coursera
- IBM Full Stack Software Developer Professional Certificate – IBM via Coursera

ACHIEVEMENTS & LEADERSHIP

- Recognized for initiative and analytical insight during internships.
- Actively involved in campus marketing and event coordination activities.

LANGUAGES

English (Fluent), Malayalam (Native), Hindi (Professional Working Proficiency), Tamil (Basic Proficiency)