

Sana Perti

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EXPERIENCE

[IMGE DANCE](#)

Marketing Manager

NEW YORK, NY
JUN '23 - PRESENT

- Develop and execute monthly social calendar and content marketing strategy for [Instagram](#) and [TikTok](#), utilizing consumer trends and performance metrics analysis
- Craft cohesive public-facing brand strategy, enhancing brand visibility through refined positioning and tone of voice
- Collaborate with artistic director to manage product announcements, releases, and marketing initiatives, ensuring strong brand messaging and heightened engagement

WIEDEN + KENNEDY

Account Executive, McDonald's (McD)

Assistant Account Executive, McDonald's (McD)

NEW YORK, NY
JUN '22 - OCT '22
SEP '21 - JUN '22

- Day-to-day lead for go-to-marketing campaign strategy and asset timeline for Wieden/McD's inaugural global campaign - [FIFA World Cup 2022](#); ~\$8M budget resulted in multilingual ad release across 75+ global markets
- Client liaison during creative development of [QPC](#) campaign; led custom research focused on target demographics and industry trends; resulted in second highest (Wieden/McD's) performing ad campaign for 2022
- Managed out-of-home, print, and digital activations for Loyalty Rewards campaign refresh (creative development - post-production); yielded 27.9M active digital customers (33% increase in 2021)

THE LATE SHOW WITH STEPHEN COLBERT

Production intern

NEW YORK, NY
JAN '20 - MAY '20

- Assisted with A-list guest experiences, from research and composition of interview questions to content creation for distribution across all major social media platforms

EDUCATION

BS, Finance, The College of New Jersey

EWING, NJ

- [SHER](#), University Bhangra Club (Founder)
 - Dance Captain responsible for planning and choreographing seasonal performances around TCNJ campus
- [Love Your Melon](#) (LYM)(Fundraising Ambassador)
College student-run apparel brand dedicated to bringing a hat to every child in America battling cancer
 - One of 14 TCNJ ambassadors responsible for fundraising, donations, and advertising LYM's mission

LEADERSHIP/VOLUNTEER/SKILLS

[ALIANA ROSE EYEWEAR](#)

Production Assistant

NEW YORK, NY
JUN '21 - DEC '21

- Oversaw shot list and assisted in creating pitch decks for model recruitment and photo shoots, including: Aliana Rose Eyewear/ Fashion Editorial (2022)

[FIA SOCIAL](#)

Marketing Intern + Production Assistant

NEW YORK, NY
JUN '21 - DEC '21

- Managed FIA/Instagram social posts and spearheaded communication for brand consultations and style ideas

[EDUCATIONAL VIDEO CENTER](#)

Development Intern

NEW YORK, NY
JUN '18 - JUL '18

- Contributed to fundraising and grant opportunities, including organizing an annual benefit (200 guests; ~\$10K raised)

PROFESSIONAL SKILLS

- Software: Microsoft Office 365 Suite, Google Workspace, Canva, Notion, Simian, Final Cut Pro, Squarespace
- Certifications/courses (in-progress): [Excel Skills for Business](#), [Social Media Management](#)
- Language: Fluent in Hindi (spoken)