

Contact —

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About Me —

Communications and content marketing leader with 10+ years of experience driving brand awareness and revenue growth across North America. Proven track record of working with high-performing teams, developing creative go-to-market strategies and engaging customer-centric campaigns. Adept at navigating complex stakeholder environments and leading cross-functional initiatives creating long-term value.

Core Competencies —

- Strategic planning + execution
- Graphic design + user experience
- Social media marketing
- Email marketing
- Go-to-market strategy
- Cross-cultural team leadership
- Branding + positioning
- Process management + documentation
- Analytics + data driven decision making
- Internal + external stakeholder relationship management

Platforms —

- Content management systems
- Microsoft Office 365
- Social media (FB, IN, IG, X)
- Project management (JIRA, ASANA, Monday.com)
- AI Content Creation
- Adobe Creative Suite (Ai, Ps, Id) / CANVA
- Email marketing (Marketo, Mailchimp, Constant Contact)

Sangeeta Bahadur

Full-stack Content Marketer

Experience —

Digital Marketing Strategist

Jan 2025 – Current

BankBound | PA, U.S. – Remote

- Managing a portfolio of regional banks, and credit union clients across the U.S., developing tailored digital strategies that drive lead generation, customer engagement, and brand visibility
- Design, and execute multi-channel campaigns across SEO, paid search, email automation, site redesigns, and content marketing achieving a lift in platform traffic, and growth
- Conduct analytics reporting to track KPIs, and present campaign performance, strategic insights, and growth recommendations directly to clients

Lead Consultant & Founder

Aug 2020 – Jan 2023

LINK digital marketing | Toronto, Canada – Remote

- Founded, and managed a boutique digital marketing consultancy serving clients across Canada and the U.S.
- Create brand-aligned marketing collateral including graphics, digital tools, print, and digital ads, email marketing templates, presentations, brochures to enhance visual identity, and campaign performance
- Planned, designed, and posted monthly social media content calendars across multiple platforms to increase brand awareness and engagement
- Designed and deployed marketing emails on Marketo, and MailChimp
- Managed client relationships end-to-end, from discovery and proposal to execution, and reporting maintaining 95% client retention

Marketing Specialist

Sept 2019 – Jun 2023

Sovereign Insurance | Toronto, Canada

- Supported content development, email marketing, paid ads, and collateral design by partnering with internal stakeholders across seven lines of business, ensuring brand consistency and compliance as well as external facing materials, and thought leadership content
- Led growth of Sovereign's LinkedIn presence from 3.4K to 11.2K followers through targeted content strategy, employee advocacy, and audience engagement initiatives
- Collaborated on strategy, and execution of integrated brand campaigns, paid media initiatives, and social media calendars – resulting in an increase in campaign reach
- Played a key role in the omni-channel launch of 13 new branded product lines as well as a brand refresh coordinating updates across web, print, email, and social
- Utilized analytics tools to track performance, and optimize campaign effectiveness

Education

Master of Arts – Bharatanatyam

Aria University | CA, U.S.

2023 – Current

Bachelor of Arts – Business

Communications Studies

Brock University | ON, Canada

2010 – 2014

Liberal Arts & Science – 1 year Ontario

University-College Certificate Program

Niagara College | ON, Canada

2009 – 2010

Awards & Accomplishments

YWCA Women of Distinction Award

Nominee | Mar 2019

Business Leadership Category

Miss India Worldwide 2017 | Oct 2017

Second Runner-up | Miss Congeniality Award

Miss India Guyana 2017 | May 2017

National Winner | Miss Congeniality Award /

Best Talent Award / Beautiful Heart Award

(1st Runner-up)

Hamilton 40 Under Forty Business

Achievement Award Recipient | Feb 2016

Awarded by BusinessLink for business achievement and community service.

Second youngest recipient of 2016 awardees

Bharatanatyam (Indian Classical Dance)

Arangetram | Aug 2009

Solo graduating performance signifying qualifications of a professional level artiste

Interests

Foodie | Dance | Music / Vocalist | Art Lover |

Photography | Humanitarian Work |

Learning

Experience

Marketing &

Communications Specialist

Dec 2016 – Aug 2019

Carmen's Group | Hamilton, Canada

- Led the Marketing and Communications department for Carmen's Group, overseeing brand strategy, and execution across five hospitality venues including banquet centers, hotels and restaurants
- Directed all internal and external marketing initiatives, including integrated campaigns, digital advertising, print media and event promotions – resulting in an increase in brand awareness, and engagement across platforms
- Developed, and implemented strategic marketing plans aligned with business goals, driving venue bookings, and guest traffic through seasonal, and evergreen campaigns
- Managed a \$90K departmental budget, optimizing spend across paid media, creative production, vendor partnerships and corporate sponsorships
- Spearheaded website redesigns, and content strategy for multiple brands, improving UX and SEO performance while maintaining consistent brand voice
- Designed branded marketing collateral including brochures, signage, branded apparel, presentations, and digital assets
- Oversaw social media strategy and campaign planning across major social platforms increasing followers
- Acted as a brand ambassador at client meetings, networking events, and industry tradeshow strengthening B2B/B2C relationships, and community visibility
- Managed cross-functional collaboration with sales, events, and operations teams to ensure cohesive messaging, campaign planning and execution
- Promoted from the position of Marketing and Communications Coordinator (Sept 2016 – Dec 2017), executing campaigns, designing marketing collateral, website updates, and venue social media marketing

Marketing & Project Manager

Jan 2015 – Aug 2016

EB Media Solutions | Hamilton, Canada

- Served as second-in-command to the Owner/Creative Director, overseeing day-to-day operations and strategic execution of digital marketing initiatives
- Led project management efforts across web design, branding, and content creation – streamlining workflows and reducing delivery timelines
- Acted as primary liaison for client accounts, ensuring clear communication, timely execution and high satisfaction across all touchpoints
- Directed social media strategy and campaign planning for multiple clients, increasing engagement and follower growth through targeted content, and analytics
- Oversaw website updates, copywriting, marketing collateral design, improving brand awareness and lead generation
- Mentored junior staff and freelancers, fostering collaboration, and upskilling across disciplines