

Sharan Koonjul

Brand & Digital Strategist - Communications & Marketing Specialist
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Professional Summary

Creative brand and digital strategist with 5+ years' experience leading multi-brand architecture, digital marketing, and experiential campaigns across land & investment, agri & processing, commercial, real estate, healthcare, leisure and hospitality, and distribution sectors. Skilled in SEO, UX, content strategy, and cross-functional leadership, delivering measurable results. Experienced in cross-functional collaboration, CSR projects, and community engagement, with a strong foundation in consumer psychology and storytelling. Proven ability to translate complex organisational needs into coherent brand systems, high-performing websites, and owned digital channels delivering measurable growth, engagement, and long-term value.

Core Skills

Brand Architecture & Strategy, Digital Campaigns (SEO, Social, Email), Content Creation & Storytelling, UX, Website Development & CRO, Project Management & Vendor Coordination, Neuromarketing & Consumer Behaviour Insights

Key Accomplishments

- Redesigned and consolidated corporate digital platforms, driving **+51% website traffic**, **1,400+ job applications**, and **200+ event bookings** through UX, SEO, and CRO-led strategy.
- Architected and led a **250-year heritage milestone campaign**, spanning films, outdoor exhibitions, experiential installations, and brand activations.
- Increased healthcare service bookings by **+43%** through targeted digital and audience-focused campaign strategy.
- Built and managed **Mailchimp as a centralised owned-media platform**, implementing audience segmentation, tagging structures, opt-in flows, and campaign governance across multiple brands.
- Designed and executed targeted email campaigns supporting events, memberships, and brand communications, contributing to **sustained subscriber growth and engagement**.
- Spearheaded multi-brand governance across **14 brands**, **21 social accounts**, **18 Google listings**, **6 websites**, and centralised CRM communications.
- Led rebranding and experience-alignment projects across healthcare centres, vehicles, wayfinding systems, and digital booking platforms.
- Directed creative production including **12+ filmed interviews**, corporate films, and **25+ branded visual assets** aligned with brand positioning.

Experience

May 2024 - Current

Brand and Project Coordinator (Strategic Brand & Digital Lead)
Domaine de Labourdonnais Ltée

Lead brand architecture and digital strategy across **14 brands and 7 industries**, ensuring coherence across physical experiences, digital platforms, and communications.

Design and govern the group's digital ecosystem, including **websites, SEO foundations, UX/CRO optimisation, and analytics**, supporting long-term growth and visibility.

Architect and manage **Mailchimp as a group-wide CRM and owned-media channel**, structuring audience segmentation, forms, tagging, bilingual

communication flows, and performance tracking.

Plan and deliver targeted email campaigns supporting events, memberships, brand storytelling, and customer retention, using data insights to refine relevance and engagement.

Act as strategic interface between leadership, creative teams, agencies, and operational stakeholders, translating brand vision into scalable systems and execution.

Direct creative production and brand expression across campaigns, content, and experiential initiatives, maintaining premium positioning and consistency.

January 2022 – October 2023

Marketing Coordinator
C-Care Ltd

Managed brand guardianship, budgets (OPEX & CAPEX), and monthly marketing plans across healthcare services.

Delivered patient experience improvements through wayfinding, rebranding projects, and digital booking platforms.

Coordinated sponsorships, CSR events, and PR strategies, ensuring media coverage and community engagement.

October 2021 –December 2021

Marketing Intern
C-Care Ltd

Supported social media community management, patient brochures, and internal events.

Assisted in preparing audit evidence, signage, and website content during CHKS accreditation processes.

June 2019

Freelance Photographer / Videographer

Produced professional photo and video content for campaigns, corporate storytelling, and online platforms.

Built strong client relationships by delivering creative assets aligned with brand voice and market positioning.

Education

BSc Psychology with Counselling Skills | Middlesex University Mauritius | 2019
Certified Digital Marketing Professional | Digital Marketing Institute | 2026

Certifications

Brand Leadership, Brand Management, Brand Strategy, SEO Content Writing, Advanced Facebook Ads, LinkedIn Marketing, TikTok & Instagram Strategy, Neuromarketing, Consumer Behaviour, Emotional Intelligence, Storytelling

Technical Skills

Adobe Photoshop, Premiere Pro, Lightroom, CapCut, Canva, Figma, Wix, Squarespace, Miro, Notion, Slack
Google Suite, Google Ads, Google Analytics, Google Console, Lookerstudio, Microsoft 365