

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 healthcare and heritage sectors. Skilled in SEO, UX, content strategy, and cross-functional leadership, delivering measurable results.

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 corporate website → +51% traffic growth, 1,400+ job applications, 200+ event bookings.
- Directed 250-year milestone campaign (films, outdoor exhibitions, fresque painting, brand activations).
- Delivered 21+ filmed interviews, corporate films, and 25+ branded visual assets.
- Oversaw rebranding projects for healthcare centres, vehicles, and digital booking platforms.
- Designed and executed email marketing campaigns, sustaining subscriber growth.

Experience

May 2024 - Current

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

Lead multi-brand strategy for 14 brands across 7 industries, ensuring consistency across 21 social channels, 18 Google listings, and 6 websites.

Direct creative production and cross-functional collaboration with agencies, designers, and PR teams to deliver premium brand presence.

Oversee UX, SEO, and CRO-led website development and maintenance to align with brand identity and growth goals.

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

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