

# Sharan Koonjul

Brand & Digital Strategist - Communications & Marketing Specialist  
Dagotiere, Mauritius | sharankoonjul@gmail.com | +230 5933 4377

## 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	<p><b>Brand and Project Coordinator</b> (Strategic Brand &amp; Digital Lead) Domaine de Labourdonnais Ltée</p> <p>Lead multi-brand strategy for 14 brands across 7 industries, ensuring consistency across 21 social channels, 18 Google listings, and 6 websites.</p> <p>Direct creative production and cross-functional collaboration with agencies, designers, and PR teams to deliver premium brand presence.</p> <p>Oversee UX, SEO, and CRO-led website development and maintenance to align with brand identity and growth goals.</p>
January 2022 – October 2023	<p><b>Marketing Coordinator</b> C-Care Ltd</p> <p>Managed brand guardianship, budgets (OPEX &amp; CAPEX), and monthly marketing plans across healthcare services.</p> <p>Delivered patient experience improvements through wayfinding, rebranding projects, and digital booking platforms.</p> <p>Coordinated sponsorships, CSR events, and PR strategies, ensuring media coverage and community engagement.</p>
October 2021 –December 2021	<p><b>Marketing Intern</b> C-Care Ltd</p> <p>Supported social media community management, patient brochures, and internal events.</p> <p>Assisted in preparing audit evidence, signage, and website content during CHKS accreditation processes.</p>

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