

SAJITHA MOHAMMED

BUSINESS COORDINATOR & FULL STACK DIGITAL MARKETER | AI-DRIVEN MARKETING & OPERATIONS

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PROFESSIONAL SUMMARY

Business Coordinator with **de facto cross-functional management scope**, covering **\$100K annual marketing budget ownership**, financial reporting, accounts payable, sales reporting, HR administration, and marketing. Reports directly to the **President/GM** of a B2B industrial manufacturer. Brings 15+ years of high-ROI digital marketing experience across SEO, SEM, content, and CRM, with full accountability for budget allocation and reforecasting to stay on plan while growing revenue. Increasingly focused on **applying generative and agentic AI** to marketing, reporting, and operations, with **AI Fluency and Claude 101 certifications** and hands-on execution of **Answer Engine Optimization (AEO)**, AI-assisted content production, and Power BI/Power Automate-driven reporting. Spearheaded initiatives that increased website traffic by 30% YoY, achieved a consistent ROAS of 4:1, and boosted lead conversion rates by 30%. Skilled at integrating AI-augmented workflows with paid and organic strategy to drive acquisition, build brand visibility, and improve operational efficiency across marketing, finance, HR, and IT administration.

PROFESSIONAL EXPERIENCE

Business Coordinator

Dec 2019 to Present

Full Stack Digital Marketer | De facto cross-functional scope: Finance, Sales Operations, HR Admin & Marketing | Reports to President/GM

FROMM Packaging Systems Canada | frommpackaging.ca | frommtools.ca | frommairpad.ca

Leads integrated marketing, business operations, compliance, and digital transformation initiatives in the B2B industrial packaging sector. Works cross-functionally with sales, service, and product teams to align execution with business objectives.

Budget Ownership & Revenue Growth

- Owns the **\$100K annual marketing budget**, making allocation decisions across SEO, paid media, content, and channel mix. Reallocates spend throughout the year based on performance data to stay within plan while maximizing lead and revenue growth.
- Shifted budget allocation from a marketing consultant engagement to in-house paid advertising management, resulting in **20% YoY revenue growth** with stronger cost efficiency and direct control over campaign performance.

AI-Driven Marketing & Answer Engine Optimization (AEO)

- Plans and executes **AEO-optimized content**, including video copy and product messaging, designed to perform across AI-driven answer engines, chat assistants, and voice search, ahead of broader industry adoption of AEO as a discipline.
- Applies **generative and agentic AI tools** (Claude, ChatGPT, Gemini, Jasper, Synthesia, Runway) to accelerate content production, campaign copy, and creative workflows. Holds **Claude 101 and AI Fluency certifications**, establishing structured, responsible-use competency rather than ad-hoc tool use.
- Identified **Power Automate workflow automation for daily sales reporting** as the top-priority initiative in a formal AI Fluency Development Plan built around the 4D framework, to reduce manual reporting effort.

Performance Analytics, Reporting & Automation

- Builds and maintains **Power BI dashboards**, including semantic models and DAX measures for multi-segment customer and revenue analysis, combining KPI cards, trend visualizations, and detail-level reporting for executive review.
- Uses **Advanced Excel** (PivotTables, Power Query, VBA macros) to clean, model, and automate recurring financial and marketing reporting, reducing manual processing time.
- Designs and deploys **Power Automate flows** to automate cross-functional processes including sales reporting, approvals, and data consolidation.
- Built KPI dashboards using HubSpot Reporting, GA4, and Microsoft Clarity to track full-funnel campaign impact. Presented insights in executive reviews, contributing to a 30% YoY boost in customer acquisition.

IT Administration & Systems

- Administers **Microsoft 365 user accounts** and serves as **SharePoint administrator**, managing site structure, permissions, and document workflows across the organization.
- Supports internal process improvement through systems administration, complementing marketing and operations responsibilities with day-to-day IT enablement.

Search Engine Optimization (SEO)

- Conducts SEO audits using SEMrush, Screaming Frog, and Moz Pro and resolves technical issues in collaboration with developers. Performs keyword and competitor research, optimizes on-page elements, and drove a 110% ROI through sustained improvements in organic visibility.

Pay-Per-Click (PPC) & SEM

- Manages Google and Bing Ads campaigns, optimizes targeting and budgets, and develops audience campaigns, resulting in a sustained ROAS of 4:1 through continuous performance monitoring.

Content & Thought Leadership

- Develops high-value content including blog articles, landing pages, product guides, and case studies tailored for manufacturing, 3PL, and distribution audiences.
- Creates bilingual assets (English/French), including videos, brochures, and graphics for Canadian audiences.
- Produces branded thought leadership pieces and sales collateral to nurture prospects through the funnel.

Email Marketing

- Manages monthly email newsletters using Mailchimp and designs automated workflows in HubSpot CRM targeting segmented audiences. Executes nurturing campaigns and product announcements with optimized CTAs, achieving strong engagement through A/B testing and continuous list optimization.

Social Media Marketing

- Manages omnichannel organic and paid campaigns across LinkedIn, Facebook, X, YouTube, Google, and Instagram. Develops audience-specific content calendars and creatives, driving engagement and traffic through data-backed strategies and competitor insights.

Business Operations & Financial Coordination

- Manages accounts payable and vendor reconciliation; experienced with the RBC Express web portal for EFTs, payments, and reporting.
- Prepares monthly, quarterly, and yearly financial reports for executive review.
- Coordinates with the accountant on year-end audit prep, gathering documentation, reconciling accounts, and ensuring compliance.
- Oversees HR training and employee vacation management portals; supports onboarding and internal process improvements to streamline administration.
- Acts as a cross-functional business enabler, ensuring alignment between marketing, finance, HR, IT, and operations, contributing to overall organizational efficiency.

PREVIOUS EXPERIENCE

Digital Marketing Coordinator

Oct 2017 to Dec 2019

Quantum First Automation | qfautomation.com

- Optimized website pages and applications for SEO, managed e-commerce operations including scheduled inventory updates, and created engaging content and graphics. Maintained social media channels and developed campaigns to enhance online presence and brand alignment.

Digital Marketer / Operations

2009 to 2017

Island Interiors Cayman Ltd | islandinteriors.com.ky

- Developed and managed website content, SEO, and social media campaigns. Created marketing materials and conducted competitor analysis. Managed email marketing and ongoing SEO.

Desktop Service Analyst

2006 to 2009

FLOW (previously Cable & Wireless Cayman Islands) | discoverflow.co

- Provided 24/7 help desk support, systems administration, and reporting. Coordinated internal IT operations and documentation, including regular data cleaning and formatting for 911 services.

E-Sales Executive

2005 to 2006

- Supported customers with the purchase, verification, and installation of SSL certificates. Assisted clients in securing their domains and guided them through the onboarding process.

Sr. HR Executive

2003 to 2005

IndusInd Bank Ltd, India

- Handled employee expense processing, office administration, and manpower reconciliation. Supported HR operations during the merger and acquisition of ALF, ensuring smooth integration and documentation.

EDUCATION & CERTIFICATIONS

Education

- Marketing Director Course**, NextMBA, 2024
- MBA, Marketing Management**, Anna University, India, 2002 to 2004
- Certificate in Digital Marketing**, University of Toronto, 2015 to 2016 (Specialization: SEO, SMM, PPC, CRM, Analytics)
- BSc, Computer Technology**, Bharathiar University, India, 1999 to 2002

Certifications

- AI Fluency Certificate**, structured competency in responsible, effective generative AI use
- Claude 101 Certificate**, Anthropic
- HubSpot**, Inbound Marketing, SEO, Reporting, Digital Advertising

TECHNICAL PROFICIENCY

Generative & Agentic AI	Claude, ChatGPT, Gemini, Jasper, Synthesia, Runway. Certified in Claude 101 and AI Fluency. Applied to AEO content strategy, campaign copy, and creative production.
AEO / Emerging Search	Answer Engine Optimization (AEO) content strategy and execution for AI-driven answer engines and voice/chat search.
Reporting & Data Analytics	Power BI (semantic models, DAX), Advanced Excel (PivotTables, Power Query, VBA macros), HubSpot Reporting, GA4, Microsoft Clarity.
Automation & IT Administration	Power Automate (workflow automation), Microsoft 365 user administration, SharePoint administration.
SEO & Analytics	SEMrush, Moz Pro, Screaming Frog.
CRM & Automation	HubSpot CRM, Salesforce, Apollo.
Marketing & Creative	Buffer, Hootsuite, Mailchimp, CapCut, Adobe InDesign, Illustrator, Photoshop, Canva.
Advertising Platforms	Google Ads, Bing Ads, LinkedIn Ads, Meta Ads Manager.
Content & CMS	WordPress, WooCommerce, HubSpot CMS, Adobe Express.
Operations & Admin	QuickBooks, Microsoft Office 365.
Tracking & Analytics	Google Analytics (GA4), Google Search Console, GTM, Microsoft Clarity, Hotjar.

LINGUISTIC PROFICIENCY

- English**, Full Professional Proficiency
- Tamil**, Native / Bilingual Proficiency
- Malayalam**, Native / Bilingual Proficiency
- Hindi**, Professional Working Proficiency