

Sandhya Keller

PO Box 722991 San Diego, CA 92172
e: sandhya@mandalimedia.com m: 805-698-2179
Portfolio: www.MandaliMedia.com
LinkedIn: <https://www.linkedin.com/in/sandhyajk>

Summary

HubSpot-certified content marketing and online reputation expert with nearly two decades of professional experience helping clients grow their business. SEO, reach and engagement best practices combined with a creative content marketing strategy that is tailored for each client ensures mutual success and profitability.

Work Experience

Owner and Content Marketing Manager

Mandali Media - San Diego, CA August 2017 - Present

Provide content marketing services that have proven and quantifiable results for clients across a variety of sectors.

- Research and create client buyer personas to retain existing customers as well as target and attract new customers.
- Produce a content marketing strategy that aligns with the overall marketing strategy.
- Write informative and engaging content for blogs, emails, social media, web pages and case studies.
- Provide consulting when needed on customer service best practices, online reputation management, and customer marketing campaigns.
- Assess and report on analytics and adjust strategies when needed, to continue to create campaigns that produce the best ROI.
- Hold regular meetings with clients to ensure marketing efforts meet business goals.

Customer Service and Content Marketing Manager

Fidelity Home Energy - San Diego, CA August 2014 to July 2017

Ensured a 90% + customer satisfaction rating by creating and managing service excellence protocols across all company teams and departments. Increased online visibility and reputation by helping manage online assets, which resulted in a 30% increase in sales.

- Monitored and ensured the highest level of customer satisfaction.
- Swiftly and completely resolved more than 95% of all customer complaints or issues.
- Managed the company's online content to include website content, social media, email marketing campaigns to increase following and positive engagement by 70%.
- Protected and enhanced online reputation by managing review sites and customer testimonials, which helped increase revenues by 30%.
- Spearheaded the transition from traditional, direct mail and telemarketing campaigns to HubSpot inbound marketing methods.
- Collaborated with the marketing team in creating educational content for successful inbound marketing, lead nurturing and customer marketing campaigns.

Content Marketing Manager

Stillness Speaks - San Diego, CA October 2012 to April 2016

Tripled number of followers on social media channels within 2 years by consistently posting relevant and meaningful social media content. Helped increase annual donations by 30% and product sales by 60%.

- Helped set up an e-commerce platform to promote and sell Stillness Speaks publications on Amazon.
- Ran successful fundraising campaigns that not only met but exceeded the non-profit fundraising goals.

- Helped establish the organization's global reputation for valuable educational programs and publications which led to its qualification as a 501c3 charity.

Online Content and Reputation Manager

Sungate Energy Solutions - San Diego, CA August 2012 to April 2014

Played a significant role in improving and maintaining the company's overall reputation, which resulted in a 40% increase in sales and a 60% increase in lead generation.

- Use listening tools to monitor and respond to online content and reviews - positive or negative - posted by users on online review sites, social media channels, etc. to protect and enhance the company image.
- Assisted the customer service department with the resolution and follow-up of complaints to successfully modify or remove any negative content.
- Co-managed and optimized testimonial page and review sites (Yelp, Manta, TrustLink, Yellow Pages, Angie's List, BBB) to demonstrate the company's proactive response to online feedback.
- Managed customer satisfaction data collected positive reviews, testimonials, and case studies from customers to document a high level of customer delight.

Education

B.A. in Education

Queen Maude Memorial College – Trondheim, Norway

Languages

Norwegian - fluent

French – conversational

Spanish – conversational

Italian - conversational

Awards and Certifications

GuildMaster Award for Customer Service Excellence

Internal Customer Service Excellence Recognition (awarded by company peers)

Customer Service Manager Certification (CCSM)

HubSpot Academy Inbound Marketing Certification

HubSpot Academy Content Marketing Certification

HubSpot Academy Social Media Certification

HubSpot Academy Email Marketing Certification

HubSpot Academy SEO Certification