

# mekkie bansil / designer & copywriter

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## experience

2019 - Present | San Francisco, CA

### sherlock / head of marketing

Ideated & executed all things marketing for a **B2B SaaS startup**. It worked! Demos & trial signups increased by **25% in 4 months**.

2017 - 2019 | San Francisco, CA

### super home inc. / marketing manager

Marketing generalist at a **home warranty startup**. I juggled everything from brand voice to the strategy & design for cross-platform campaigns. Results? Average blog pageviews increased by **107% in 9 months**.

2016 - 2017 | San Francisco, CA

### calypso / digital marketing specialist

Creator & strategist at a **fintech firm**. I designed & wrote copy for print & web materials such as emails, brochures & product landing pages. A payoff? Organic social media following grew by **10.5% in 7 months**.

2015 - 2016 | San Francisco, CA

### jins eyewear / marketing manager

Marketing generalist for a **Japanese eyewear brand** — I designed collateral & webpages, wrote copy & made marketing plans. Proudest of? Running a CSR program that raised **\$100/mo for local NPOs**.

2014 - 2015 | South San Francisco, CA

### zion health / marketing assistant → manager

Managed an **e-commerce body care** brand's online presence, including copy & design for email campaigns, blog posts, product packaging, ads & landing pages. **Sales increased 22% in 8 months**.

2009 - 2013 | Earth

### measured in pinches / blogger & writer

Wrote, managed & designed a food blog, which grew to an average of **4,000 pageviews/day**. Featured on vegan outlet One Green Planet, photo sharing site foodgawker & Meatless Monday.

Print Design

UI/UX Design

Storytelling

SEO/Content Strategy

Campaign Management

Fluent in Hindi

Influencer Marketing

Mobile Marketing

Fast Learner/Scrappy

Adobe Creative Suite

Sketch

Wordpress

Balsamiq

Figma

HTML/CSS/Bootstrap

HubSpot

Salesforce

MailChimp

Magento/OpenCart

Google Analytics

Facebook/LinkedIn Ads

Google Docs/MS Office

2010 | East Lansing, MI

michigan state  
university / **B.A.**

+ Dean's List

+ Editorial Intern:

EatingWell Magazine

+ Wire Service Reporter:  
Capital News Service

Board Games

Watercolors

Upcycling

Hiking