

Jiti Sarkar

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Digital Marketing Professional

As a media and communications specialist, I've developed a diverse skill set across industries including Social Media, Recruitment, Event Management, and Marketing.

Throughout my career, I've thrived in roles that blend creativity, leadership, and strategy. My background includes leading successful marketing initiatives for startups and established brands. As a dedicated communicator, I excel at driving projects forward by building relationships and fostering teamwork.

SKILLS

Brand Strategy, Campaign Optimization, Data Visualization, Digital Marketing Strategy, Google Analytics, Influencer Marketing, Marketing Analytics, JMP, KPI Tracking, Later, Leadership, Monday, MS Office, Salesforce, Social Media Strategy, Tableau

EDUCATION

Masters of Science in Digital Media Management

University of Southern California

05/2026

Bachelor of Arts - BA in Communication, General

San Jose State University • GPA: 3.6

12/2021

Minor in Business, Graduated Cum Laude

WORK EXPERIENCE

Roseade USA

05/2025 - 07/2025

Social Media Marketing Intern

Los Angeles, California, United States

- As the Social Media Intern at Roseade, I support content creation and influencer engagement to grow the brand's online presence. I design and publish weekly Instagram content (including Reels, Stories, and feed posts) while ensuring everything aligns with Roseade's vibrant and confident brand voice. I also lead ongoing influencer outreach, connecting with over 20 creators each week to drive visibility and build authentic brand relationships. This role has strengthened my skills in digital marketing strategy, visual content creation, and community building through social platforms.

Sbrbn LA

01/2024 - 01/2025

Media And Communications Manager

Los Angeles, California, United States

- Core member of @SBRBNLA (pronounced 'Suburban LA'), a startup media company pushing our community forward through culture. I spearheaded content curation across multiple platforms (@SbrbnLA, @SbrbnEats, and @Sbrbnwifey). My role focuses on enhancing community engagement through strategic media relations, building partnerships with celebrities, influencers, and athletes, and organizing high-impact events. By leveraging digital media strategies, I've successfully elevated brand visibility, growing our online audience by 36%. Proud to contribute to a company that drives cultural dialogue in LA's diverse landscape.

WomenNow TV
Communications and Events Manager

02/2023 – 10/2023
San Francisco Bay Area

- As a part-time Communications and Events Manager at WomenNow TV, I led social media campaigns that increased audience engagement by 22%. My role also involved coordinating and managing large-scale events, collaborating with cross-functional teams to ensure successful execution. By implementing SEO strategies and refining communication efforts, I played a key role in elevating the brand's digital presence and event impact. This role further enhanced my project management and leadership skills in a dynamic media environment.

TEKsystems
Technical Recruiter

09/2021 – 12/2022
San Francisco Bay Area

- Responsible for the full life cycle recruiting process, partnering closely with hiring managers and account managers to understand and identify company needs. Excelled in identifying candidate's skillsets, values, and goals, to align them with life changing opportunities which further advance their career. Focused on Backend Software Developers, placing them at enterprise IT companies.

The Bay Club Company
Family Programming Lead

12/2017 – 08/2021
Fremont, California, United States

- As a Family Programming Lead, I initiated the development of a variety of kids' events, including monthly family gatherings and birthday parties within the Childcare and Summer Camps department. During the pandemic, I adapted to support multiple functions across the club, ensuring a smooth transition under COVID-19 protocols. My role not only enhanced my leadership, employee training, and event management skills but also allowed me to create a fun and engaging environment for families. This experience significantly strengthened my interpersonal abilities and teamwork in a fast-paced, community-centered setting.

Mission San Jose High School
Varsity Cheerleading Coach

06/2019 – 06/2021
Fremont, California, United States

- Head coach of Mission San Jose High School's Cheerleading Program. Selected as the main faculty advisor to lead all cheerleading spirit events. As a first-year coach, I managed to bring the team to a Nationals competition for the first time in 20+ years at this school.

Concepts Events Management
Marketing and Promotions Lead

04/2017 – 07/2019
Hayward, California, United States

- As the Marketing and Promotions Lead at Concepts Events Management, I significantly increased brand visibility through impactful social media campaigns and strategic client outreach. My efforts led to a substantial growth in client engagement and event attendance, securing key partnerships and expanding our network. I collaborated with the event planning team to define and refine event scopes, crafted compelling promotional materials, and leveraged analytics for optimized performance. This role enhanced my skills in marketing strategy, creative problem-solving, and team coordination, while also allowing me to contribute to local charities and community engagement.