



Sejenrao Mohanaraj

Creative Project Coordinator | Esports & Digital Operations

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Key Achievements Section

- Increased online sales by 35% in 3 months
- Boosted social media engagement by 40%
- Improved workflow efficiency through structured coordination
- Delivered 10+ freelance design projects

Core Skills

- Project Coordination & Task Management
- Creative Design & Content Creation
- E-commerce Operations & Product Management
- Digital Marketing & Campaign Support
- Team Communication & Workflow Coordination.

Project Management Tools & Operations

- Adobe Creative Suite
- Figma
- Shopify
- WordPress
- Google Analytics
- Power BI
- Microsoft Office
- Google Workspace
- Timeline Management
- Workflow Planning
- Stakeholder Communication
- Campaign Coordination
- Budget Tracking
- Remote Team Collaboration

Education

Management Science University
Bachelor's Degree in Game Design & Animation
2019 – 2022

About Me

Creative operations professional with experience in design, project coordination, and e-commerce management. Skilled in executing campaigns, managing workflows, and delivering measurable results across digital platforms.

Work Experience

Herbion Malaysia

E-commerce & Social Media Manager

Jun 2025 – Jan 2026

- Managed end-to-end e-commerce operations, including product listings and store updates
- Planned and executed digital campaigns across social platforms
- Created content aligned with brand identity and marketing goals
- Handled customer interactions and promotional activities
- Monitored performance and optimized content for better engagement

Decathlon

Creative Project Coordinator

Feb 2023 – May 2025

- Coordinated cross-functional marketing and store projects across multiple departments
- Managed timelines, task delegation, and workflow tracking to ensure project completion
- Collaborated with designers, marketing teams, and operations staff for campaign execution
- Assisted in budgeting, scheduling, and reporting for retail campaigns and activations
- Improved operational workflow efficiency through structured coordination systems

ESPL Esports

Creative Designer & Campaign Support

Mar 2022 – Aug 2022

- Supported esports campaign planning and execution for online tournaments and community events
- Coordinated with marketing and production teams for promotional assets and campaign delivery
- Assisted in esports event branding, digital content rollout, and engagement tracking
- Worked in a fast-paced esports environment with tight production timelines

Freelance

Designer & Creative Consultant

2018 – 2022

- Developed logos, brand identities, and social media content
- Delivered creative solutions for small businesses and startups
- Completed 10+ projects with positive client feedback
- Supported brand growth through consistent visual communication