



DEBJIT MUKHERJEE

Digital Marketing Manager

📞 91 6291377330 ✉ debjitebagexpress@gmail.com 📍 Santragachi, Howrah, West Bengal

🌐 [linkedin.com/in/debjit-mukherjee-454126184/](https://www.linkedin.com/in/debjit-mukherjee-454126184/) 🌐 <https://convertnblog.com>

Summary

With a solid foundation in digital marketing and over 6 years of experience, I specialize in SEO, social media marketing, and digital advertising. Throughout my career, I have successfully led campaigns that resulted in a 30% increase in online sales and a 50% boost in organic traffic.

I have had the privilege of working across diverse industries, including heavy industries, accounting firms, educational institutes, insurance, eCommerce, and fashion. This broad exposure has provided me with a deep understanding of the most effective platforms, PPC strategies, and campaign approaches tailored to each sector.

Coming from an accountancy background, I bring a unique blend of analytical skills and creativity to every project, ensuring that each marketing strategy is both data-driven and results-oriented. Currently, I am pursuing an MBA in Marketing from DY Patil University, where I continue to deepen my knowledge of advanced marketing techniques and emerging trends.

Eager for growth, I am focused on leveraging my skills to drive impactful results in future digital marketing initiatives. Let's connect and explore how we can drive success together!

Skills

SEO

SEM

Social Media Marketing

Email Marketing

Content Marketing

Web Analytics

Google Ads

Facebook Ads

Instagram Ads

LinkedIn Ads

PayPerClick Advertising

Display Advertising

Conversion Rate Optimization

Landing Page Optimization

Keyword Analysis

Microsoft Azure

Microsoft ads

Whatsapp Bot building

Whatsapp marketing

Sms marketing

Team Handling

Google Webmaster Tools

Google Tag Manager

Clarity

Brand Building

MIS Report

HTML

CSS

Wordpress

CMS

Education

DY Patil Institute of Management Ambli

MBA/PGDM

Sep 2023

Calcutta University

B.Com

2019

WBCHSE

Higher Secondary

2015

WBBSE

Secondary

2013

Experience

Ginteja Insurance Brokers Private Limited (A Company of Shaym Steel Group)

Digital Marketing Manager

Dec 2022

Kolkata

- Developed and implemented successful digital marketing strategies to increase online sales by 30% within one year
- Conducted A/B testing on various marketing campaigns to optimize conversion rates and increase ROI
- Managed and optimized social media advertising budget resulting in a 40% decrease in cost per acquisition
- Led a team of digital marketers to execute SEO initiatives, resulting in a 50% increase in organic traffic
- Analyzed website performance and customer data to identify key areas for improvement and implement targeted marketing campaigns
- Managed google ads, meta ads, microsoft ads, linkedin ads to generate leads
- Conducted email marketing and sms marketing

Educrat IAS Academy Private Limited

Digital Marketing Manager

Sept 2021 - Dec 2022

Kolkata

- Executed digital marketing campaigns across various online platforms to increase brand visibility and engagement
- Optimized website and social media content, resulting in a 40% increase in organic traffic within 6 months
- Managed and analyzed marketing data to provide insights and recommendations, leading to a 25% improvement in conversion rates
- Collaborated with cross-functional teams to develop and implement integrated marketing strategies
- Utilized SEO techniques to improve website ranking and drive a 50% increase in lead generation

Hydrocraft Engineers Private Limited

Digital Marketing Executive

July 2019 - Sept 2021

Kolkata

- Managed all PPC campaigns
- Oversaw link building and SEO work
- Managed WordPress website and social media

Hydrocraft Engineers Private Limited

Digital Marketing Intern

May 2019 - July 2019

Kolkata

- Assisted in creating and managing social media content, leading to a 30% increase in engagement and a 20% growth in followers over a 6-month period
- Conducted market research and analysis, identifying new trends and opportunities for the company's digital marketing strategies

Language

Bengali

Hindi

English

Certifications

- Fundamentals of Digital Marketing - Google
- Digital marketing - Udemy
- Effective Stakeholder Communication and Negotiation Skills - Jaro Education
- Management Consulting - Jaro Education
- Performance Marketing and Growth Hacking - Jaro Education
- Digital Banking and Payments - Jaro Education
- How to Incorporate PPC Into Marketing Strategy For Increased Conversions - Semrush
- Digital Marketing by Hubspot
- AI Powered Marketer by Hubspot

Key Achievements

- Increased online sales by 30% within one year at Ginteja Insurance Brokers.
- Achieved a 40% decrease in cost per acquisition through budget optimization.
- Led team to achieve a 50% increase in SEO-driven organic traffic.
- Improved conversion rates by 25% through data-driven campaign insights.
- Collaborated with sales team to generate leads and close deals
- Led the development and implementation of a digital marketing strategy that resulted in a 15% increase in revenue
- Created and managed a social media presence that increased follower engagement by 25%
- Successfully optimized paid ad campaigns, resulting in a 20% reduction in cost per click (CPC). Developed and executed email marketing campaigns that achieved an average open rate of 40%, surpassing industry benchmarks.
- Improved customer retention by 18% through targeted re-engagement campaigns and personalized content strategies.
- Increased brand awareness through influencer collaborations, resulting in a 10% increase in direct website traffic.
- Conducted competitor analysis, leading to the identification of key opportunities that boosted market share by 5%.
- Utilized A/B testing to enhance landing page performance, improving lead generation rates by 22%.
- Managed a cross-functional team, collaborating with sales team, designers, developers, and content creators to successfully launch a full-scale website redesign, improving user experience and boosting engagement and to generate leads.