

# **DEBJIT MUKHERJEE**

Digital Marketing Manager

# Summary

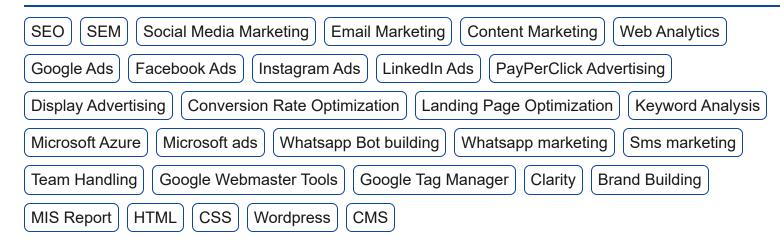
With a solid foundation in digital marketing and over 6 years of experience, I specialize in SEO, social media marketing, and digital advertising. Throughout my career, I have successfully led campaigns that resulted in a 30% increase in online sales and a 50% boost in organic traffic.

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



## Education

# **DY Patil Institute of Management Ambi**

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

Kolkata

May 2019 - July 2019

- 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
- Al 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.