



# DEBJIT MUKHERJEE

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## 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

AI Agent Developer

Data Analyst

Power BI Enthusiast

## Education

**DY Patil Institute of Management Ambli**  
MBA/PGDM

**Calcutta University**  
B.Com

**WBCHSE**

## Experience

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

Digital Marketing Manager

Dec 2022

Kolkata

- Increased online sales by 30% within one year through targeted campaigns.
- Achieved a 40% decrease in cost per acquisition via ad budget optimization.
- Spearheaded SEO initiatives, boosting organic traffic by 50%.
- Improved conversion rates by 25% with A/B testing and performance analysis.
- Built and deployed WhatsApp AI bots to automate claim support.
- Developed an AI portal to streamline offline policy entries, generating ₹80 Cr in revenue (and still running successfully).
- Designed a POSP lead database that contributed to a 70% sales increase.
- Organized kiosk activations, pamphlet distributions, and branding campaigns to strengthen visibility.
- Conducted awareness events at Brainware University, ICCR, SastaSundar, and Shyam Steel to promote insurance literacy.
- Established a massive social media presence for Ginteja while ensuring compliance with IRDAI regulations.
- Built AI agents to automate marketing workflows, improving efficiency.
- Scaled organic traffic from 0 to 20K visitors per month.
- Contributed to Ginteja's regional expansion from Kolkata to multiple states: Assam, Bihar, Jharkhand, Odisha, Tripura, Telangana, Andhra Pradesh, Tamil Nadu, and Karnataka.
- Managed Google Ads, Meta Ads, Microsoft Ads, and LinkedIn Ads for lead generation.
- Launched integrated email & SMS campaigns, achieving a 40% open rate.
- Led a website redesign project that enhanced user experience and boosted engagement.
- Conduct weekly sales meetings across all regions to review lead performance.
- Collaborate directly with directors of Shyam Steel and SastaSundar in monthly strategic review meetings.

### Educrat IAS Academy Private Limited

Digital Marketing Manager

Sep 2021 - Dec 2022

Kolkata

- Redesigned the company website, improving user experience and lead conversions.
- Drove 60% revenue growth within 4 months through optimized Google Ads campaigns.
- Elevated organic ranking from position 10 to 1, significantly boosting visibility.
- Expanded organic traffic through SEO-driven strategies and targeted content.
- Implemented guerrilla marketing campaigns across Kolkata, enhancing brand presence.
- Successfully led a team of 3 marketers, driving collaboration and campaign execution.

### Hydrocraft Engineers Private Limited

Digital Marketing Executive

Jul 2019 - Sep 2021

Kolkata

- Helped management achieve 65% growth in export sales, targeting South Africa and Australia.
- Created and managed Google Ads & Meta Ads campaigns to generate international leads.
- Supported brand-building initiatives, boosting the company's visibility in new markets.
- Oversaw WordPress website management and on-page SEO improvements.
- Conducted competitor research to refine international marketing strategy.

### Hydrocraft Engineers Private Limited

Digital Marketing Intern

May 2019 - Jul 2019

Kolkata

- Assisted in creating and scheduling social media content, increasing engagement by 30%.
- Supported PPC campaign execution and keyword analysis.

- Gained hands-on exposure to digital tools and analytics reporting.

## Accomplishments

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- 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.

## Certifications

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- Fundamentals of Digital Marketing by Google
- Digital marketing by Udemy
- Effective Stakeholder Communication and Negotiation Skills by Jaro Education
- Management Consulting by Jaro Education
- Performance Marketing and Growth Hacking by Jaro Education
- Digital Banking and Payments by Jaro Education
- How to Incorporate PPC Into Marketing Strategy For Increased Conversions by Semrush
- Digital Marketing by HubSpot
- AI Powered Marketer by Semrush
- Power BI by United Latino Students Association
- AI-powered performance ads certification by Google
- Campaign manager 360 by Google
- Google Ads Measurement certification by Google

## Language

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Bengali

Hindi

English