

# **DEBJIT MUKHERJEE**

# Summary

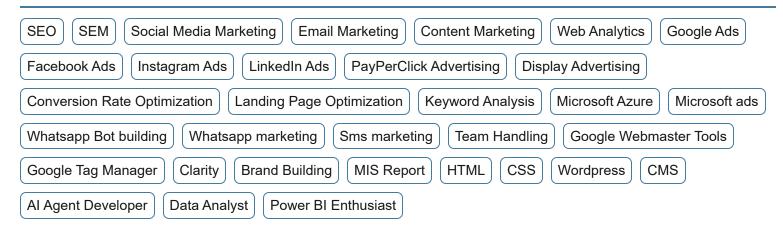
With a solid foundation in digital marketing and over 6 years of experience, I specialize in SEO, social media marketing, and digital advertising. Throughout my career, I have successfully led campaigns that resulted in a 30% increase in online sales and a 50% boost in organic traffic.

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

**Calcutta University** 

B.Com

WBCHSE

2019

Higher Secondary

2015

**WBBSE** 

Secondary

2013

# 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 Al 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

Kolkata

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

May 2019 - Jul 2019

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

# Accomplishments

- 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

- 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
- Al Powered Marketer by Semrush
- Power BI by United Latino Students Association
- Al-powered performance ads certification by Google
- Campaign manager 360 by Google
- Google Ads Measurement certification by Google

## Language

Bengali Hindi English