



DEBJIT MUKHERJEE

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Summary

With a solid foundation in digital marketing and over 8 years of experience, I specialize in Paid ads, leads generation, 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 Ambi (pursuing)

MBA/PGDM - Marketing

Calcutta University

B.Com

Experience

Mindrill Systems & Solutions Pvt Ltd

Digital Marketing Manager

Dec 2024

Howrah, West Bengal

- Led international digital marketing operations for mining & heavy equipment across Russia, Peru, LATAM, and CIS regions.
- Planned and executed Yandex Ads campaigns specifically for the Russian market, optimizing CTR, CPC, and lead quality.
- Managed Google Ads & Meta Ads for global B2B lead generation targeting mining contractors and distributors.
- Executed SMS & WhatsApp marketing campaigns for distributor follow-ups, dealer communication, and lead nurturing.
- Built automated WhatsApp workflows to improve inquiry response time and conversion rates.
- Handled Peru regional marketing operations, including coordination with local sales teams and distributors.
- Managed and guided the Peru digital & sales support team, aligning marketing leads with on-ground sales execution.
- Created and optimized industrial SEO strategies for keywords like hydraulic drifter, pneumatic drifter, and underground mining equipment.
- Developed technical blogs and backlink content to strengthen domain authority in competitive B2B niches.
- Conducted market & competitor analysis for Russia and LATAM mining equipment brands.
- Improved lead quality and conversion rates through landing page optimization and CRO practices.
- Collaborated with product, export, and management teams to align marketing with international business goals.

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

Digital Marketing Manager

Dec 2021 - Dec 2024

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 2019 - Dec 2021

Kolkata

- Rebuilt and optimized website UX & landing funnels, increasing lead conversion rate by 38%.
- Planned and managed Google Ads lead-generation campaigns (Search + Display), generating 3.5X ROI within 4 months.
- Reduced Cost-Per-Lead (CPL) by 45% through keyword restructuring, negative keyword mapping, and ad copy testing.
- Implemented conversion tracking (GA + Tag setup) to measure lead quality and improve campaign performance.
- Improved organic ranking from page 10 to top 3 positions for high-intent keywords related to IAS coaching.
- Collaborated with counseling/sales team to improve lead qualification and increase admissions.
- Designed high-converting landing pages and lead forms, improving inquiry volume by 60%.
- Built remarketing campaigns to retarget website visitors and abandoned leads.

Hydrocraft Engineers Private Limited

Digital Marketing Executive

Jul 2017 - Sep 2019

Kolkata

- Managed international B2B lead generation campaigns via Google Ads & Meta Ads targeting South Africa, Australia, and Middle East markets.
- Generated qualified distributor and dealer inquiries for industrial mining equipment.
- Reduced CPC by 30% and improved lead quality through keyword intent filtering and geo targeting.
- Executed SEO strategy including technical SEO, on-page optimization, and content marketing, increasing organic traffic by 70%.
- Created landing pages and WhatsApp inquiry funnels to convert visitors into business leads.
- Conducted competitor research and market analysis to identify new export opportunities.
- Managed WordPress website, blogs, and product pages for search visibility and conversion improvement.
- Coordinated with export sales team to track lead-to-order conversion performance.
- Handled social media marketing and brand awareness campaigns for international markets.

Hydrocraft Engineers Private Limited

Digital Marketing Intern

May 2017 - Jul 2017

Kolkata

- Assisted in PPC campaign setup, keyword research, and ad copy creation.
- Scheduled social media content and monitored engagement analytics.
- Prepared performance reports using Google Analytics and Search Console.
- Supported SEO audits and competitor keyword research.

Accomplishments

- Increased online sales by 30% YoY through performance marketing & conversion optimization.
- Reduced Cost Per Acquisition (CPA) by 40% via campaign restructuring and budget allocation strategy.
- Improved website conversion rate by 25% using data-driven campaign insights and landing page optimization.
- Scaled SEO efforts leading to 50% growth in organic traffic and improved keyword rankings.
- Planned and executed lead-generation funnels in collaboration with sales team, contributing to deal closures.
- Developed and implemented digital marketing strategies generating 15% revenue growth.
- Optimized paid advertising campaigns, lowering CPC by 20% across Google Ads & Meta Ads.
- Executed email marketing campaigns achieving ~40% average open rate.

- Increased customer retention by 18% through remarketing and re-engagement campaigns.
- Boosted brand awareness via influencer and social campaigns, increasing direct website traffic by 10%.
- Conducted competitor and market analysis identifying growth opportunities and new targeting segments.
- Implemented A/B testing on landing pages improving lead generation by 22%.
- Led website redesign project with cross-functional teams (designers, developers, sales), improving UX and lead capture performance.

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

Language

Hindi

English

Bengali