



# DEBJIT MUKHERJEE

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## Summary

With over 8 years of experience in digital marketing, I specialize in performance marketing, lead generation, SEO, and paid advertising across platforms like Meta Ads, Google Ads and LinkedIn Ads I have successfully managed and optimized campaigns that delivered up to 30% growth in online sales and a 50% increase in organic traffic.

I have worked across diverse industries including heavy industries, accounting firms, education, insurance, eCommerce, and fashion, gaining strong expertise in building customized, data-driven marketing strategies for different business models.

With a background in accountancy, I bring a strong analytical mindset combined with creative problem-solving, enabling me to design result-oriented campaigns focused on ROI and business growth. I have also completed a Digital & AI-Driven Marketing Programme from IIM Calcutta and am currently pursuing an MBA in Marketing from DY Patil University. 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

### IIM Calcutta

Digital and AI Driven Marketing

Mar 2026

### Calcutta University

B.Com

2015

## Experience

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### **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**

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- 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

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- 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

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Hindi

English

Bengali