



## CONTACT ME AT

✉ ayanseng86@gmail.com

☎ +91-6290880757

in [LinkedIn](#) | [Portfolio](#)

📍 Kolkata | INDIA

## TECHNICAL SKILLS

- Digital Marketing Strategy & ROI Optimization
- SEO, SEM, PPC, and Google Ads
- Lead Generation & Account-Based Marketing
- Social Media Marketing & Google Search
- Video Ads & Analytics (Certified)
- Email, SMS, and WhatsApp API Marketing
- Website Optimization & Keyword Research
- Growth Strategy & Competitor Analysis
- Affiliate Marketing & Google Webmaster Tools
- Bing Ads & App Store Optimization
- Campaign Management & AdWords
- Online Reputation Management (ORM) & Shopping Ads

## EDUCATION

- **PG Diploma** from Perdue University, 2012
- **Bachelor In Arts** from BKC College, 2012

# AYAN SENGUPTA

## DEPUTY MANAGER – DIGITAL MARKETING

An astute and accomplished Deputy Manager in the realm of Digital Marketing, with an illustrious career spanning over 9 years is replete with the formulation and execution of meticulously crafted, data-driven marketing strategies across a panoply of digital platforms. Possessing an unparalleled acumen in SEO, SEM, PPC, and social media marketing, have perennially demonstrated an extraordinary capacity to optimise return on investment, amplify brand visibility, and catalyse customer acquisition. Adeptness in steering cross-functional teams, dissecting market trends, and orchestrating innovative campaigns is matched only by unwavering commitment to aligning these endeavours with overarching business objectives. Endowed with certifications in Google Ads, Analytics, and Video Ads, adeptly harnesses cutting-edge tools such as WhatsApp API and Account-Based Marketing to remain at the vanguard of industry evolution.

## PROFILE SUMMARY

- Skilled in managing cross-functional teams, analysing market trends, and implementing innovative campaigns aligned with business objectives, achieving a 150% increase in lead generation and a 35% improvement in campaign ROI.
- Extensive experience in managing multi-channel digital campaigns for both national and international markets, ensuring localised strategies that align with global brand goals while maximising engagement and conversion rates.
- Combines analytical rigour with a deep understanding of consumer behaviour to create impactful, results-oriented marketing initiatives that foster engagement and drive sustainable growth in dynamic digital landscapes.

## WORK EXPERIENCE

<b>Deputy Manager-Digital Marketing</b> <b>IEMA Research &amp; Development Private Limited</b>	<b>Sept'24 to Feb'25</b>
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### Key Responsibilities:

- Conducts data-driven digital marketing strategies to maximise return on investment, ensuring optimal resource allocation across various online channels.
- Leads comprehensive SEO initiatives, including on-page and off-page optimisation, keyword strategy, and technical enhancements to improve organic search rankings.
- Curates and executes high-impact social media marketing (SMM) and social media optimisation (SMO) campaigns, fostering audience engagement and brand visibility across diverse digital platforms.
- Manages end-to-end paid advertising campaigns, including Google Ads, leveraging advanced analytics and A/B testing methodologies to refine targeting and enhance conversion rates.
- Analyses market trends, consumer behaviour, and digital performance metrics to drive strategic decision-making and continuously refine campaign effectiveness.

<b>Sr. Digital Marketing Manager</b> <b>Clarus Telecom India Pvt Ltd</b>	<b>Dec'22 – May'24</b>
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### Key Responsibilities:

- Handled digital marketing operations across 40 national and 9 international branches, ensuring strategic alignment and brand consistency across diverse markets.
- Conducted in-depth competitor strategy analysis to develop and refine comprehensive digital marketing initiatives, identifying opportunities for market penetration and growth.

## SOFT SKILLS

Time  
Management

Decision Making

Effective  
Communication

Critical Thinking

Team  
Leadership and  
Management

Delegation

## CERTIFICATION:

- Digital Marketing Certified from Seven Boats Academy
- Google Search Ads Certified
- Google Display Ads Certified
- Google Video Ads Certified
- Google Analytics Certified

- Formulated and implemented ROI-driven strategies in collaboration with cross-functional teams, optimising marketing spend and maximising conversion rates.
- Utilised expertise in SEO, SMO, SMM, Google Ads, email marketing, WhatsApp API marketing, SMS marketing, Account-Based Marketing, and growth strategies to enhance digital outreach and engagement.
- Led targeted lead generation campaigns for undergraduate and postgraduate programmes, employing data-driven insights and multi-channel marketing approaches to improve acquisition rates.

### Sr. Digital Marketing Manager

Jun'21 – Nov'22

#### T Web Exponent Pvt Ltd

##### Key Responsibilities:

- Led end-to-end digital transformation initiatives, integrating automation and AI-driven tools to enhance marketing efficiency and customer engagement.
- Developed and executed multi-channel digital campaigns tailored to regional and international markets, ensuring localised strategies aligned with global brand objectives.
- Established and maintained strategic partnerships with digital vendors, influencers, and advertising platforms to amplify brand reach and drive customer acquisition.
- Monitored and analysed key performance metrics, generating actionable insights to continuously refine marketing tactics and improve overall campaign ROI.
- Championed the adoption of emerging digital trends, such as voice search optimisation, conversational marketing, and data-driven personalisation, to stay ahead of industry shifts.

## EARLY CAREER

### Digital Marketing Lead | Norlox Solutions Pvt Ltd

Oct'20 – Jun'21

### Digital Marketer | WebSpider

Aug'19 – Jul'20

### Digital Marketer | Netpro System

Aug'15 – Jul'19

## ACHIEVEMENTS

- **Improved Campaign ROI:** Increased ROI by 35% with new campaign strategies.
- **Enhanced Lead Generation:** Boosted lead generation by 150% in six months.
- **Cost Reduction Strategies:** Reduced marketing costs by 20% using data analysis.
- **SEO Optimization Success:** Achieved 25% increase in SEO rankings in three months.

## PROJECTS

- [www.sginnovate.com](http://www.sginnovate.com) (Singapore)
- [www.loveoribel.com](http://www.loveoribel.com) (USA)
- <https://e2m.live> (Email Marketing)
- <https://curvygyals.com> (US-Ecommerce)
- <https://euphoriagenx.com>
- <https://www.iemrobotics.com>
- <https://natureinnovate.in>