

# Shuvojit Kar

Email ID.  
shuvokarjit@gmail.com  
Nationality: Indian

Phone number.  
+91 7908492702

LinkedIn Profile  
shuvojit-kar-0121521b3/

## CAREER OBJECTIVE

I'm a Digital Marketer with a long 6+ years of experience in the relevant field. I can do anything related to this ground with the profound knowledge and skills I have earned hard. I have efficiency in the following programming and technological knowledge.

And improved online sales revenue by 200% and cost marketing communications cost by 90%. Looking to leverage sound knowledge of digital platforms, creative mindset as a Digital Marketing. Experienced strong analytical skills and knowledge of Keyword research tools, fundamental web design concepts, and marketing automation platforms. Interested in a Digital Marketing Associate position.

## BUSINESS EXPERIENCE

### Digital Marketing – Picshort Private Limited Gopalganj, India

OCT 2021 – JAN 2022

#### ROLES AND RESPONSIBILITIES

- Develop manage digital marketing campaigns, manage the organization's website
- Optimize content for the website and social networking channels such as Facebook, Twitter, Instagram, Google Plus, etc.
- Track the website traffic flow and provide internal reports regularly.
- Fix any error in online content and arrange webinars and webcasts.
- Identify new digital marketing trends and ensure that the brand is in front of the industry developments Work on SEO of the website pages.
- Edit and post content, videos, podcasts, and audio content on online sites.
- Promote the company's products and services in the digital space.
- Execute social media efforts to improve KPIs, likes, shares, tweets, etc.
- Creating and executing SMS, and email-based marketing campaigns.

### Social Media Marketing Intern – Weblylo Mumbai, India

SEP 2021 – OCT 2021

#### ROLES AND RESPONSIBILITIES

- Respond to all brand-related queries on Facebook, Twitter, Instagram, Quora, LinkedIn, and YouTube.
- Identify the latest trends and keep an eye out for collaborative opportunities with multiple platforms.
- Ideate social media campaigns and maintain a monthly calendar
- Manage and ace all media buying and influencer marketing efforts
- Ideate content for the blogs, website, emailers, SMS, and social media
- Implement the overall digital marketing strategy under the supervision of the management
- Manage all digital marketing channels and update content regularly

### Social Media Marketing – Disruption Technologies Pvt Limited Chandigarh, India

JUL 2021 – SEP 2021

#### ROLES AND RESPONSIBILITIES

- Creates marketing and social media campaigns and strategies, including budget planning, content ideation, and implementation schedules
- Ensures brand consistency in marketing and social media messages by working with various company department members, including advertising, product development, and brand management
- Provides training and guidance to social media and marketing team members on best practices and strategies for social media implementation.
- Collects customer data, analyses interactions, and visits, and uses this information to create comprehensive reports and improve future marketing strategies and campaigns.
- Reports progress to senior marketing management.
- Grows and expands company social media presence into new social media platforms, plus increases.

### Technology Consulting Deloitte Internship Kolkata, India

NOV 2020 – JUL 2021

#### ROLES AND RESPONSIBILITIES

- Develop a deep understanding of our client's business needs and offer IT service solutions that are right for them
- Set up and support a technology strategy and architecture project according to a vision
- Interview our clients to identify the root causes of problems and turn analyses into insight so they can grow
- Present your findings to team members and clients stakeholders
- Deliver strong proposals and help your team develop new business

## **Content Creation and Digital Advertising Multi-Care Advertising Kolkata, India**

AUG 2019 – SEP 2020

### **ROLES AND RESPONSIBILITIES**

- Outstanding writing and editing skills
- Advanced computer skills and strong familiarity with the web
- Detail-oriented and organized
- Familiarity with social media channels and audiences
- Basic understanding of marketing concepts and principles
- Quick learner who listens and asks good questions
- Ability to meet deadlines and produce quality work. This means you are willing to put in the effort/time required to get the job “done right” – not “done right now.”
- Enough confidence to share your ideas, participate in business conversations and take (or give) constructive criticism
- Positive disposition and ability to play well with others.

## **Digital and Social media Historical Place Advertising Indian Historical Society Berhampore, India**

MAY 2016 – AUG 2020

### **ROLES AND RESPONSIBILITIES**

- Video Editing and Canva, Indian Historical Information in Social Media Pages.
- Digital Video Creator Advertising, Videos Historical Fort and Places and Allocate budgets for paid marketing
- Videos Historical Fort and Places, Develop new strategies by studying new trends
- Increases marketing effectiveness by identifying long-term and short-term goals
- Measures team performance (KPIs) Reports performance of all marketing campaigns to senior management.

## **Founder MEDIEHIST.IN BLOG Berhampore, India**

JAN 2015 – Present

### **ROLES AND RESPONSIBILITIES**

- Medievalhist. in ( Medievalhist ) Founder and My Blog, Social Media Pages
- It may be divided into two periods: The 'early medieval period' which lasted from the 6th to the 13th century and the 'late medieval period' which lasted from the 13th to the 16th century, ending with the start of the Mughal Empire in 1526.
- Bengal Sultanate, Delhi sultanate, and Mughal. The medieval period is important in the history of India because of the developments in the field of art and languages, culture, and religion.
- Also, the period has witnessed the impact of other religions on the Indian culture.
- The beginning of the Medieval period is marked by the rise of the Rajput Stories clan.
- Marketing content by the marketing or public relations team (imagery, messaging, language, Stories, Indian Medieval History) is updated on all channels. Social Media Management Platform, etc
- Strengthen customer relationships through Social and Earned Media, monitoring both Websites, presence on social media for performance enhancement
- Daily performance management of all Web & Social Media.
- And new business opportunities.
- Digital Marketing performs his/her duties within the framework defined by the chain and Social media by internal regulations as specified by the Social media Ads.

## **EDUCATION**

- **Post Graduate of Digital Marketing and Communication MICA|The School of Ideas Ahmedabad, India**  
November 2020 - July 2021  
Basic DM Marks 91.27% And Specialisation Marks 81.61%, Module included SEO, SEM, SMM, Google Analytics, Email Marketing, etc.
- **Bachelor of Arts (History) IGNOU, India,**  
September 2017 - June 2019  
1<sup>st</sup> Division, Subject included Science Technology and Development, History Stream, English, Nutrition Community.

## **ADDITIONAL INFORMATION AND SKILLSETS**

- ✓ Project Management, Team Management, Business Analysis, Business Process Improvement, Process Mapping, Stakeholder Management, Change Management,
- ✓ DIGITAL MARKETING TOOLS:- Yoast SEO, Google Adwords, Google Search Console, Google AdSense, Google Analytics + Monster Insights, Google Tag Manager, Facebook Ads Manager, Mailchimp, Semrush, SEO site checkup, UberSuggest, HubSpot, Ahrefs, Trello, BuzzSumo, Canva, Marketo, Moz.

- ✓ Account management, action plan, advertising, agency management, analytics, angle, audience, B2B, B2C, behavior, brand management, campaign, competitive analysis, creative design, customer loyalty, customer needs, customer retention, design, direct mail, direct response.
- ✓ Product launch, profit growth, promotions, revenue stream, sales forecasting, social media, solutions selling, supply chain, sustainability, sweepstakes, target market, technology, telemarketing, territory, trade marketing, trade show/trade show booth design, transportation, trend analysis.
- ✓ Fundamentals of Marketing: Journey from Traditional Marketing to Digital Marketing
- ✓ Digital Marketing Metrics and Channels
- ✓ case studies across tracks on well-reputed companies in the Food & Beverage industry, Food Delivery, E-commerce, Finance, Automobile Manufacturing, and Travel industry.
- ✓ Programmatic & Display Advertising
- ✓ Content Marketing
- ✓ Outstanding communication skills
- ✓ Knowledge of all digital marketing tools, Python courses makes social media ads, and best Practices.
- ✓ Excellent attention to detail
- ✓ The ability to use digital marketing (E.g., SEO, SEM, Google Analytics, and others)
- ✓ A positive attitude and taking pride in work.
- ✓ The ability to all digital Marketing, Python and Paid Social media Advertising to get work done according to strict deadlines.
- ✓ Development: WordPress Website
- ✓ Tools: Google Analytics, Webmaster, AdWords, Sitemap XML, Robot TXT, Keyword Planner, etc.
- ✓ Graphics Designing: Canva, Basic Photoshop
- ✓ Operation System: Window XP, 7, 8, 10. And Another Skill is JavaScript and HTML
- ✓ Hands-on PPC experience working with Google Ads & Bing Ads accounts across both keywords and shopping.
- ✓ Experience working to KPIs such as Sales and ROI • Strong communication skills. The ability to explain complex requirements/data/analysis to colleagues and clients clearly and engagingly
- ✓ Strong numeracy and analytical skills
- ✓ Experience in managing or training a marketing executive is desirable Ability to prioritize between multiple tasks and take initiative to identify new opportunities.
- ✓ My Microsoft Office skills included Microsoft Word, Microsoft Excel, Microsoft PowerPoint, Microsoft Access, Microsoft Outlook.
- ✓ Community Management
- ✓ Language – Native English, Native Bengali, Native Hindi, Intermediate Russian, and French.

## DIGITAL MARKETING PROJECTS WORK

- Blog Creation Project (2020) Created my blog named <https://MEDIEVALHIST.IN> using WordPress by purchasing both domains and hosting for a year.
- Achieved 200+ page views with an average duration of 2 minutes and 22 seconds.
- Facebook Live Campaign (2021) It was 5 days live campaign with the main objective of bringing quality traffic to my blog. Achieved a CTR of 6.59%.
- SEO Live Campaign (2021) The main objective was to perform on-page and off-page SEO on my blog.
- Achieved an SEO score of 84 out of 100.
- SEM and Display Advertising Live Campaign (2021) It was 5 days live campaign with the main objective of bringing quality traffic to my blog.
- Achieved a CTR of 3.39% in SEM Campaign and a CTR of 0.35% in the Display Advertising Campaign.
- Mailchimp Campaign (2021) It was a 6-day campaign and I got 62 subscribers. Achieved an open rate of 78.5% and a click rate of 41%.
- Web Analytics Live Project (2021) The main aim of this project was to analyze the data for the Google Merchandise Store and generate a report regarding the same.

## HOBBIES AND INTERESTS

- Fit and healthy loving puzzles excellent problem-solving and analytical skills and likes to overcome challenges.
- Playing Football and Cricket.
- Learning new things is open-minded and analytical.
- I volunteer at my local animal shelter.
- Watching Broadway Musicals
- Reading complicated English novels.

## DECLARATION

Given the above particulars, please consider this application and give me an opportunity in your esteemed organization. I assure you that I would carry out my duties to your entire satisfaction.

**Shuvojit Kar**