

Rima Ranka (Chhajer), Digital Marketing Manager

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Professional Summary

Experienced Digital Marketing Manager with extensive experience in building, maintaining, and running successful digital marketing campaigns. Bringing forth broad marketing knowledge, coupled with focused campaign experience. Adept at creating and implementing client-centered, successful campaigns, aimed at improving brand awareness and presence. Collaborative and creative manager accomplished at managing digital marketing presence content. Experienced in leading teams of marketing professionals to meet and exceed digital marketing goals.

Employment History

> Business Development Manager at Hih7 Webtech Pvt Ltd, April, 2017 – October, 2019 Kolkata

- ! Evaluated client websites for mobile performance and optimal search engine rankings.
- ! Developed unique content for a variety of clients sites to improve presence and brand awareness.
- ! Organized and analyzed data and marketing results.
- ! Researched keywords relevant to marketing efforts of clients.
- ! Introduced scheduled targeted email marketing programs.
- ! Managed a teams of marketing professionals to ensure the success of marketing campaigns.

> SEO Executive at Esolz Technologies, Jun, 2016 – Mar, 2017 Kolkata

- ! Coordinated mailings, marketing materials, and website content.
- ! Edited and proofread copy.
- ! Generated invigorating social media content.
- ! Worked alongside marketing specialists.

Education

Post Graduate Certification in Digital Marketing & Communication at MICA, July 2019

Sivanath Shastri College, Bachelors in Business Finance (2014) Kolkata

Ballygunge Shiksha Sadan, High School (2011) Kolkata

Courses

Specialisation in Branding and Communication at MICA
Specialisation in Marketing Analytics at MICA
Specialisation in Social Media and Content Marketing at MICA
Growing Business with Facebook

Skills

Social Media Management, Google Analytics, Content Creation, SEO Copywriting, Email Marketing

Languages Known

English, Hindi, and Bengali

References

References available upon request