



# RANADHIR MAJUMDER

BRAND MANAGEMENT | DIGITAL MARKETING  
PERFORMANCE MARKETING STRATEGY

## CONTACT

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## EDUCATION

2008 - 2012

WBUT - TECHNO INDIA  
COLLEGE OF TECHNOLOGY

- B-Tech - IT
- Grade - A+

2006 - 2007

WBBHSE

- Higher Secondary
- Grade - A

## SKILLS

- 360 marketing management
- Brand Management
- Performance Marketing
- Business Growth Analyst
- Digital Marketing Strategy
- Google Ads, SEO, SMO, SEM
- Startup Brand building
- Critical Thinking
- E-commerce operations

## LANGUAGES

- English (Fluent)
- Hindi (Fluent)
- Bengali (Fluent)

## PROFILE

11+ years' experience in 360 Marketing and Digital Marketing Strategic implementation, Marketing & operational management, Specialized in Real Estate sector, All Stakeholder communication and Growth management with strong Leadership & Business analysis skills to leverage performance marketing.

## WORK EXPERIENCE

### SPL Realco

Oct'2022 - Present

Head - Marketing & Digital Strategy

- All Round Brand Strategy & Marketing Planning Market Research and competitive analysis of all the projects to recognize considerable USP
- Preparing New Project launch Marketing plan, execute Digital strategy, generating leads, strategize lead lifecycle management.
- Planning & execute all Organic & Paid ads (i.e Meta, Google ads, display campaigns) managing leads through CRM & ROI analysis.

### RDB Realty & infrastructure Ltd.

Sep'2017 - Oct'2022

Head - Marketing Management & Digital Strategy

- Heading the key marketing strategy for all the Business divisions (Real Estate, Automobiles, International Schools, Shopping Malls)
- Communication with all key stakeholders and update to the CEO to Create and manage the marketing budget, ensuring efficient allocation of resources and optimizing ROI.
- Oversee market research to identify emerging trends, customer needs, and competitor strategies. Monitor brand consistency across marketing channels and materials.

### Pioneer Property Mgt. Ltd.

Nov'2015 - Sep'2017

Sr. Marketing Manager

- Marketing research to develop best marketing strategy for the most premium and luxury projects around Kolkata.
- Doing all Brand promotion and customer retention activities throughout all the Digital Marketing channel.

### Paradise Properties

Oct'2012 - Nov'2015

Manager - Sales & Marketing

- Develop and maintain strong relationships with partners, agencies, and vendors to support marketing initiatives.
- Monitor and maintain brand consistency across all marketing channels and materials.

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March, 2024



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## Certifications :-

Business Analyst - Simplilearn Academy  
IAB Digital Marketing and Media  
Foundations Certification  
IBM CERTIFIED INTRODUCTION TO DATA  
SCIENCE  
IBM Certified BIG DATA 101  
Advance Digital Marketing Specialist -  
OAASA institute Kolkata  
Top ranked in Skill Assessment in Excel &  
Powerpoint from LinkedIn skills

## Achievements :-

- ✓ Established the Brand named STAR Mall Kolkata (Now a leading operative mall at North Kolkata) - from the ground level - Increased Mall overall Footfall, dealt with premium Commercial outlets to generate leasing revenue and ROI, Organize regular events, created result driven Business strategies.
- ✓ Brand Established of STEM World School (a International School off barrackpore, Kolkata) launched at an outskirt zone distant from main city, But with best marketing strategy, Build the brand, promoted the usp and then generated admissions to sustain and grow the ROI.
- ✓ Successfully implemented International Branding strategy for NTC Industries Ltd.. and generated huge demand for their products on abroad..
- ✓ Done 8-10 Successfully operated dynamic websites for the Brands from the grass route level and established Digital presence with their lifetime value

## Leadership Skills :-

Have extensive Experience to communicate with a huge numbers of team members in 3-4 different industries Top management and all the stakeholders to maximize the ROI, representing from the core management and get flying colors to achieve the goals. Hence awarded & recognized from the Management end year on year.

## Technical Skills :-

- ✓ Expertise in all round Digital Marketing - Organic, Local and Paid (PPC) campaign, Search Engine Optimization (SEO), Social Media Marketing (SMM).
- ✓ Google Analytics, Search console, Adwords, Firebase, Google play Console,
- ✓ Microsoft Word, excel, power point , in proficient level
- ✓ Basic knowledge about coding in C, Java, PHP. Familiar with HTML, XML and modern designing tools.
- ✓ Sms, email, whatsapp campaigning, Affiliate marketing strategy,
- ✓ Familiar with CRM tools, e-commerce marketing strategy, online payment gateway integration.

## Creative Skills :-

- ✓ Executing out of the box Preparation for any crucial need to became ahead from the competitors with more productivities.
- ✓ Involved in all marketing and PR activities planning and creatives make an unique presence all around the marketing channels.
- ✓ Executing Teaser campaign for any excusive product launching and to re engage the existing customers to get best CLV.
- age preparation to create animated branding to promote ongoing projects.
- ✓ Regularize social media calendar & digital marketing promotional activities

Sincerely,

*Ranadhir Majumder*

**Ranadhir Majumder**

Kolkata, India