



Reach out

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Address

Wakad, Pune, Maharashtra

Education

2007-2011

B.Tech - Electronics

Calcutta Institute Of Technology

2013-2015

PGDM / MBA - Marketing

MIT SCHOOL OF BUSINESS

Digital Expertise

- ChatGPT, Power BI, Copilot
- Google Analytics, Google Ads
- Google Keyword Planner
- Google Search Console
- Google Tag Manager
- Google My Business
- Campaign Manager (FB/Meta, LinkedIn, Instagram)
- WordPress, Angular, Hootsuite
- Mailchimp, Benchmark
- SEMrush, SEObility, Ahrefs
- Canva, Clipchamp, Camtasia
- Gamma, VismeAI, SlidesGo

Sayantan Palit

SENIOR DIGITAL MARKETING SPECIALIST

Seasoned Digital Marketer with **9+** years of experience in crafting and executing impactful strategies across digital platforms. Adept at leveraging data-driven insights to enhance brand visibility, engagement, and conversions. Proven track record in driving results through innovative campaigns and cross-functional collaboration. Passionate about staying ahead of industry trends and delivering exceptional outcomes.

Experience

○ **Aug 2020 - Now**

nCircle Tech

SENIOR DIGITAL MARKETING SPECIALIST

- Played an instrumental role to expand nCircle as a brand, fostering its growth both globally and locally
- Executed market research to identify customer needs, market trends and competitive analysis
- Implemented Digital Paid Ads / Campaigns to promote services & products to generate Leads
- Created high-quality, engaging content for marketing materials, including blog posts, whitepapers, case studies, email campaigns, social media posts, website content etc
- Helped to develop multi language website & data driven strategies that maximize online visibility
- Generated demands for MQL, sales pipeline (SQL) & revenue by using multi-channels for both organic & paid
- Planned and nurtured events like Webinar, Tech Talk, Podcast & Conferences on various platforms
- Managed internal and external (agencies & publications) teams like design, content, SEO and development
- Worked in line with Business and C-Suite teams
- Maintained consistent brand integrity and voice across all digital mediums

○ **Feb 2019 - July 2020**

Talkd

DIGITAL MARKETING MANAGER

- Implemented end to end marketing success in digital landscape and boost ROI
- Developed strategies that engage target audience
- Assisted in planning, developing, and managing of client's digital marketing campaigns on social media
- Managed design, content, SEO and development teams
- Implemented Digital Paid Ads / Campaigns
- Performed ROI analysis and reported all data findings for continual digital improvement
- Worked closely with C-level and higher management
- Developed effective trigger and drip nurture that aligned with overall marketing goals

Certifications

- Advanced Digital Marketing - Lips India
- Social Media Marketing - HubSpot
- Email Marketing - HubSpot
- Inbound Methodology - HubSpot
- Content Marketing - HubSpot

Interests & Hobbies

- Sports - Badminton, Table Tennis
- Photography
- Pro Rider
- Travelling
- Passionate Dancer
- Trekking
- Gadget Freak

Certifications

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Nov 2015 - Jan 2019

Machintel Systems

SR. ASSOCIATE DIGITAL MARKETER (CAMPAIGN MANAGER)

- Planned and executed Web, Digital Marketing, SEO, Google Ads, Social Media Marketing, and Display Advertising campaigns
- Generated revenue through Live webinar, On-Demand webinar, and Whitepapers
- Prepared email creatives, landing pages, newsletters, etc. for mailers
- Leveraged automated tools for email blasts, using analytics tools to find out the results for each campaign
- Managed database according to specifications for a particular campaign
- Handled multiple pub sites on social media platforms to increase traffic, impression, and reach

April 2014 - June 2014

Talkd

INTERN

Project: Acquisition of International & Domestic Sales for Talkd in EUROPE & MUMBAI market.

Acheivments

- Helped to achieve the following awards: **Silver Winner** (for nCircle), **Times 40 under 40** (for CEO) & **Business Women of the Year** from London Chamber Awards (for Co-founder) Received Star Performer & Employee of the Month & Year from companies
- Developed **28k+** LinkedIn connections with decision makers, C-level, and Digital Marketers of various industries
- Helped to increase piles of followers on all social media platforms organically for companies
- Volunteered for VIP Bharatiya Chhatra Sansad - MIT, Pune
- Represented my college in various platforms and win many titles