

Soumik Ghosal

Digital Marketing Manager



Contact

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Skills



Results-oriented Lead Generation Specialist offering outstanding communication strengths and success in engaging and qualifying B2B and B2C prospects. Highly productive professional employing effective time management and acute detail orientation to deliver quality leads, contributing substantially to business growth initiatives.

Work History

2021-05 -
Current

Paid Social Media Manager

Merkle DWA, Bangalore

- Optimized website content for search engines, improving organic traffic and attracting more potential clients.
- Utilized automation tools to enhance productivity and reduce the manual effort required in managing the pipeline of generated leads.
- Coordinated with marketing team to align social media strategy with overall marketing objectives.
- Monitored social media trends to keep brand's content relevant and engaging.
- Boosted brand visibility by creating and executing innovative social media campaigns which resulted in 27% improvement.

2020-02 -
2021-03

Performance Marketing Lead

Page Potato, Bangalore

- Aligned marketing objectives with overall business goals, ensuring consistent messaging across all channels.
- Drove cost efficiencies through constant monitoring of budget allocation while maintaining high-performance levels.
- Optimized targeting and messaging for improved audience engagement with A/B testing by 29%.
- Streamlined bidding strategies for paid search and social campaigns, maximizing return on ad spend.
- Conducted thorough market research to identify new opportunities and expand brand reach.

2019-02 -
2020-01

Digital Marketing Manager

Institute of Product Leadership, Bangalore, India

- Increased website traffic by developing and implementing comprehensive SEO strategy by

Team management

Ads management

Languages

English

Bilingual or Proficient (C2)

Hindi

Advanced (C1)

Bengali

Bilingual or Proficient (C2)

more than 25%.

- Continuously monitored digital trends to identify new opportunities for leveraging emerging technologies in strategic marketing efforts.
- Conducted keyword research for all digital marketing channels, ensuring content aligned with user intent and search trends.
- Coordinated with sales teams to create cohesive marketing messages that improved lead quality and quantity.

Social Media and Training Manager

Scion Social, Bangalore

- Designed and executed social media training program, ensuring high-quality content production.
- Boosted conversion rates by 26% with implementation of A/B testing for landing pages and ad copy.
- Tailored advertising strategies to different segments, achieving higher relevance and response rates.
- Streamlined prospecting process for better efficiency, resulting in higher quality leads and improved conversion rates.

Social Media & ORM Executive

LeEco, Bangalore

- Crafted compelling copy for social media ads, driving increased website traffic.
- Coordinated with marketing team to align social media strategy with overall marketing objectives.
- Monitored social media trends to keep brand's content relevant and engaging.
- Improved conversion rates by designing and executing A/B tests for landing pages and ad campaigns by 22%.

Business Owner

Standmech Engineering, Kolkata

- Improved social media presence by creating and managing content across platforms, leading to higher brand visibility.
- Monitored digital marketing analytics, identifying trends and making data-driven adjustments to

2017-01 -
2019-01

2015-09 -
2017-01

2008-03 -
2015-08

improve performance by 23%

- Developing overall brand strategy by effectively using internal data, market research and competitive intelligence to attract client attention.
- Perform job and task analysis to document job requirements and objectives.
- Working closely with vendors to make sure smooth execution of day to day operations.
- Also been associated with engineers for understanding and execution of construction works.

Education

2009-04 -
2011-04

MBA: Marketing

Gitam University - Visakhapatnam, India
Minor: Human Resource

2005-04 -
2008-04

Bachelors in Computer Application: UX Design

West Bengal University of Technology - Haringhata, India