BANGABDI ROY CHOWDHURY

E-mail: simiroy.2016@gmail.com **Website:** simrc.xyz **Blog:** blog.simirc.xyz
Phone: +91 8100231774 / +91 7059931774

WORK EXPERIENCE:

Digital Marketer, airCTO   *(Aug 16 – Present)*
Working as a digital marketer at aircto.com.
(LaunchYard Technologies Pvt Ltd)

➔ Email Marketing
  Draft email templates for higher lead conversion.

➔ Lead Generation
  Developing detailed profiles of user persona.

➔ Social Media Marketing
  Handling twitter, medium, linkedin, quora profiles and generating backlinks.

➔ Content Creation & Promotion
  Writing relevant SEO rich articles, infographics, gifs and promoting across platforms.

➔ Creating Marketing Plans using Google Analytics

➔ Influencer Outreach
  Brand promotion to industry influencers and nurturing relationship via engagement.

➔ End to End Business Development

Ericsson India Pvt. Ltd.   *(Nov 15 – Jul 16)*
Worked as a Core Engineer.

SOCIAL PROFILES:

Website	simirc.xyz
Blog	blog.simirc.xyz
Twitter	twitter.com/Bangabdichowdh2
Quora	quora.com/profile/Bangabdi-Roy-Chowdhury
LinkedIn	linkedin.com/in/simiroychowdhury
Guest Blogging	wispapp.com/author_posts/?author=bangabdi-roy-chowdhury

EDUCATION:

B. Tech, ECE, WBUT   *(2015)*
  Guru Nanak Institute of Technology
  CGPA: 8.71

Higher Secondary Education, ISC, CISCE   *(2011)*
  St. Josephs School,
  Aggregate: 80%

Secondary Education, ICSE, CISCE   *(2009)*
  St. Josephs School,
  Aggregate: 90.57%

CERTIFICATIONS AND ACHIEVEMENTS:

Platinum Certified Engineer   *(2014)*
  Certified by BSNL.

Zonal Winner   *(Sep 2013)*
  Technophilia, Indo – US Robo League, IIT Bombay.

Participation in OVERHALL and ABYSS
  KSHITIJ 2013, IIT Kharagpur.

Founded Robotics club of GNIT   *(2013)*

Extempore and Debate in School Level

OTHER DETAILS:

Hobbies:
  Dancing, Reading Books, Cooking, Listening to Music.

Personal Details:
  Date of Birth: 12/05/1993
  Gender: Female
  Location: Bangalore, Karnataka.
  Languages Known: English, Hindi, Bengali