

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

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

Address: 1st Floor, 312/1, 1st A Main Road,
Koramangala 8th Block,
Karnataka: 560030, India.

Languages Known: English, Hindi, Bengali