

# BANGABDI ROY CHOWDHURY

**E-mail:** simiroy.2016@gmail.com **Website:** [simrc.xyz](http://simrc.xyz) **Blog:** [blog.simirc.xyz](http://blog.simirc.xyz)

**Phone:** +91 8100231774 / +91 7059931774.

## WORK EXPERIENCE:

**Digital Marketer, airCTO** (Aug 16 – Present)  
Working as a digital marketer at [aircto.com](http://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](http://simirc.xyz)

**Blog** [blog.simirc.xyz](http://blog.simirc.xyz)

**Twitter** [twitter.com/Bangabdichowdh2](https://twitter.com/Bangabdichowdh2)

**Quora** [quora.com/profile/Bangabdi-Roy-Chowdhury](https://quora.com/profile/Bangabdi-Roy-Chowdhury)

**LinkedIn** [linkedin.com/in/simiroychowdhury](https://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