

SUMMARY

Dedicated Programmatic | E-commerce Specialist renowned for crafting and implementing dynamic advertising strategies, elevating brand visibility, and driving revenue growth. Demonstrated success in refining e-commerce platforms to enrich user experiences and amplify sales conversion rates. Adept at harnessing data analytics and market intelligence to deliver precise advertisements, consistently enhancing campaign performance. Known for effective communication, problem-solving prowess, and a relentless commitment to staying abreast of industry innovations.

EDUCATION

The ICFAI University Tripura
Bachelor's Degree in Civil Engineering
2017 – 2021

MVJ College of Engineering ,Bangalore
Diploma in Civil Engineering
2011 – 2014

Sri Krishna Mission School
Madhyamik Exam or SSLC
2010 – 2011

SKILLS

- Strong organizational and time-management skills.
- Exceptional communication and interpersonal skills.
- Ability to work as part of a team.
- Detail-oriented and able to handle multiple tasks simultaneously.
- Experience in managing budgets and handling Ecommerce platforms.
- Strong attention to detail.
- Quick Learner.

TOOLS EXPERIENCE

- DV360
- DCM
- Amazon Pi
- Helium 10
- SEM Rush
- Ahrefs
- Keyword Planner
- Jungle scouts etc.

PROFESSIONAL EXPERIENCE

Digital Marketing Executive

Dalvkot Utility Enterprises Private Limited | Mar 2023 – Present

- Manage product listings and inventory across various ecommerce platforms such as Amazon, Flipkart, Jio Mart, Myntra, Meesho and other relevant platforms.
- Conduct effective research for product development and market trends.
- Stay updated with industry trends, competitor activities, and consumer preferences to identify new opportunities and develop strategies to stay ahead.
- Optimize product listings to improve visibility and ranking.
- Monitor and analyze keyword performance and marketplace rankings.
- Handle marketplace promotions, coupons, and deals management.
- Analyze and report on returns to optimize strategies.
- Identify and implement effective digital marketing campaigns, including social media advertising, and paid search campaigns.
- Open to learning and adapting to new processes and tools as required.

Process Executive

Paragon Digital Media Pvt LTD (Denstu International) | June-Dec 2022

- As a Process Executive, I oversaw a variety of tasks, including reporting, troubleshooting, campaign management, and trafficking.
- Developed expertise in using ad serving platforms like DCM and DV360.
- Pushing campaigns live and delivering comprehensive campaign reports from different third-party ad servers, along with screenshots.
- Assisting the team with the setup of campaigns using the site list targeting, and the whitelisting or blacklisting of websites and other targetings.
- Generate various reports for analysis - Campaign performance report, Weekly report, and Monthly report. Participate in a day-to-day liaison with onshore team, including meetings to discuss campaign status, strategy, and performance.

Junior Engineer

Dhruthi Infra Projects Ltd. | Feb 2016 - Aug 2016

- During my period of work my key responsibilities include managing different parts of construction projects, supervising crew members, preparing estimates for time and material costs and also setting up the plan layout in the site as per drawing sheet

LANGUAGES :

- English
- Hindi
- Bengali

DECLARATION: I hereby declare that the facts given above are genuine to the best of my knowledge and belief.

PLACE:

BHUDEB NANDI

DATE: