

AROONITA GHOSH

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WORK EXPERIENCES

Organization: Smile Foundation, Kolkata, June 2013 – December 2013

Designation: Communication Executive

Job Responsibilities:

- Visiting schools in various locations of Eastern India.
- Taking appointments and meeting the Principals of esteemed schools, interacting with them and promoting the kind of work Smile Foundation pursue with.
- Responsible for seeking permission from the school Principals for conducting various awareness programs.
- Organizing fund raising activities.

Organization: Asian College of Teachers, Kolkata, January 2014 – Present

Designation: Assistant Manager
Digital Marketing (Present)

Job responsibilities:

- Creating unique social media and brand presence across all social handles
- Managing and optimizing company's social media accounts [e.g. Facebook, Instagram, LinkedIn, Twitter, Pinterest, YouTube etc.]
- Develop engaging content for scheduled posts, which enlighten the audience and promote brand-focused messages
- Handling regular queries, sharing required information, escalating issues to the concerned department and troubleshooting difficult situations on social media platforms mainly Facebook and Instagram
- Developing social media timelines in alignment to new product releases and ad campaigns
- Creating paid campaigns to generate quality leads
- Monitoring campaign performance to optimize and enhance the same.
- Troubleshooting campaign setup and performance issues.
- Maintaining monthly report to analyze the growth of each platform
- Coordinating with the team leads to gain input for social content, and managing the editorial process completely

- Providing proactive recommendations regarding social media best practices and keeping up-to-date with emerging social media platforms and opportunities
- Coordinating with the designing team and design the social media postings
- Proof reading and edit the content before posting it on various social platforms

Designation: Senior Executive

Digital Marketing

Job responsibilities:

- Responsible for Off Page Optimization includes directory submission, Social Book Marking, Business Profile Listing, Video submission, Press Release Promotions, Article Promotion, Blog Commenting, Forum Posting, Article submission, image Sharing, Document Sharing, and Product Review.
- Responsible for Social Media Marketing that includes creating/updating and design various social platforms for great user experience.
- Responsible for Generation and Analysis of traffic report using Google Analytic Tool to understand the effectiveness of the keywords being used and to measure the usefulness of the off-page optimization strategies.

Designation: Online Evaluator

- Job Responsibilities:
- Evaluation of content submitted by the clients and ensuring thorough quality check
- Writing and editing course content for in house training purposes
- Assistant TEFL trainer
- Responsible for school association and conducting workshops and training programs

Key Skills

- Communication Skills
- Brand establishment
- Social Media Marketing
- Campaign Management and Analysis
- Lead Generation through social media campaigns
- Content Management
- Content Editing
- Event organization
- Designing Campaigns and videos
- Ideating ad creative

Technical Skills

- Google Analytics
- Facebook Ads Manager
- Microsoft Office
- Adobe Photoshop
- Canva

Education

- **Jadavpur University (2014-2015)**

PG Diploma in Journalism and Mass Communication

- **Gokhale Memorial Girl's College, Calcutta University (2008 – 2011)**

Bachelors in Communicative English

- **National High School for Girls (2006 – 2008)**

XII Standard (West Bengal Council of Higher Secondary Education)

Certification:

- Google Digital Garage - The Fundamentals of Digital Marketing Certification

Interpersonal Skills

- Fluent in English language and have very good leadership qualities.
- Analytical minded, with the ability to conceptualize, plan and execute campaigns
- Ability to work individually as well as in a group.
- Ability to work under pressure and deliver work on time

Declaration

I hereby declare that all the above information is true to the best of my knowledge.

Date: 15th June 2022

Aroonita Ghosh