



# ARCHISMAN BASAK

## DIGITAL MARKETING SPECIALIST

### PROFILE SUMMARY

A solutions-focused, meticulous, goal-oriented and data-driven **Certified Digital Marketing Professional** with 3+ years of hands-on experience pertaining to detailed knowledge and technical know-how to render my best services utilizing my expertise skills for a successful contribution to the organization.

### CONTACT

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**LinkedIn:**

<https://www.linkedin.com/in/archisman-basak-122abbb8/>

**Address:**

Present Address: #204, Angel Lakeview Apartment, Green Glen Layout, Bellandur, Bangalore – 560103.

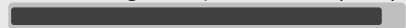
Permanent Address: Spandan, 2nd Lane Anandalok, Bablatata, P.O. Rajarhat Gopalpur, Kolkata – 700136.

**Date of Birth:** 3<sup>rd</sup> March 1993

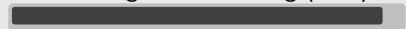
**Gender:** Male

### TECHNICAL SKILLS

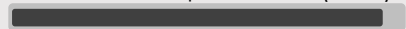
Search Engine Optimization (SEO)



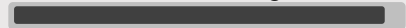
Search Engine Marketing (SEM)



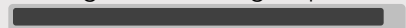
Social Media Optimization (SMO)



Social Media Marketing



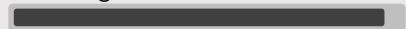
On-Page and Off-Page Optimization



Keyword Optimization



Branding & Promotion



### WORK EXPERIENCE

#### Quess Corp Limited | Digital Marketing Strategist

March 2020 – Present

- On-page and off-page optimization for websites.
- Budget planning and drafting for paid ad campaigns.
- Strategizing & optimizing organic and paid campaigns for corporate branding and lead generations.
- Executing ideas for CRM management and emailer campaigns.
- Measuring performances through Google and Social Analytics.
- Market research, keywords and competitors analysis for SERP.
- Schedule and implement E-mail, WhatsApp, Push & SMS campaigns.
- Creating presentations for branding and promotion.
- Working with the support teams for websites, creatives and content assessment.
- Managing app performances, testing, and functions.

#### Lampost Media Pvt Ltd | Digital Marketing Specialist

December 2018 – January 2020

- On-page and off-page optimization for client websites.
- Planned and executed paid ad campaigns to generate leads.
- Created organic ideas on social media for branding and promotions.
- Generated leads from ad campaigns through search, display and social ads.
- Managed and optimised organic and paid campaigns for conversions.
- Measured performances through Google, Adobe, Diib, and Social Analytics.
- Planned and strategized budget for paid ad campaigns.
- Strategized and executed E-mail, WhatsApp, Push & SMS campaigns.
- Market research, keywords and competitors analysis for SERP.
- Worked with the support teams for websites, creatives and content assessment
- Planned and performed app store optimization and marketplace management.
- Managed a team of 6 people for SEO activities.

#### Fincare Small Finance Bank | Digital Marketing Analyst

April 2017 – September 2018

- On-page and off-page optimization for corporate website.
- Optimised and executed link building and SEO activities.
- Creating strategies for B2B, B2C & ATL, BTL, TTL markets.
- Maintaining market risk measurement (MRM) for client products.
- Creating and optimizing strategies for branding and promotions.
- Market research, keywords analysis and competitors' analysis for SERP.
- Planned budget and scheduled organic and paid campaigns for social media and display.
- Measuring performances through Google, Diib, and Social Analytics.
- Testing website, working with support teams for creatives and content assessment.
- Planned and managed app performances, testing, and functions.

## Digital Marketing Strategy

Facebook, LinkedIn, YouTube  
Instagram Ads

Paid, Email & Social Media  
Campaigns

Display, Profile, Text, Search & Story  
Ads

SMS, Push & Whatsapp Campaigns

Website, Social Media, Blog & Forum  
Content Creation

Website Optimizations

App Store Optimizations

Website & App Functional Testing

## SOFTWARE & TOOLS

### SEO Tools

- Google Search Console
- SEM Rush
- Deep Crawl
- Screaming Frog
- AHREF
- SEO Optimizer
- SEO Site Checkup
- Small Tool SEO
- Spyfu

### Ads Managers

- Google
- Facebook
- LinkedIn
- YouTube
- Instagram
- Twister
- Whatsapp

### Analytics Tools

- Google Analytics
- Adobe Analytics
- Diib Analytics
- Social Media Analytics

### Marketing Automation & CRM

- Hubspot
- Lead Squared
- Zoho
- Salesforce

### Email Campaigners

- Mail Chimp
- Send Pulse
- Oddo

### Data Visualization Tools

- Tableau
- SPSS
- Grafana

### Social Media Management System

- Hootsuite
- Buffer

## Maven Infotech Pvt Ltd | Digital Marketing Associate

April 2014 – June 2015

- Optimized and executed link building, keywords and SEO activities.
- Worked on ATL, BTL, TTL campaigns for direct sale generation.
- Measuring performances through Google, and Social Analytics.
- Testing website, working for creatives and content assessment.
- Branding and promoting software in the international market.
- Planned and managed app performances, testing, and functions.
- Working closely with the operation teams to manage ORM.

## PROJECT DETAILS

### Project Name: - QITS | Qademy | QMS

#### Responsibilities:

- Planned campaign strategies, budget planning for paid campaigns.
- Updated product details in Google My Business.
- Organic and paid brand promotions on social media and Google SERP.
- Responsible for generating Email campaigns, SMS & WhatsApp campaigns.
- Work on blog writing, forum content, and website content.
- Website UI/UX re-phrasing. Testing of website and apps.

#### Accomplishment:

- Generated **40% of relevant leads** from search ads and carousel ads.
- **30% of open through rate & 15%** of click-through from Email campaigns.
- Increased **coursed booking by 20%**.
- Update major ranking in **Google SERP & 15% more visits through GMB**.
- Generate **40% relevant leads from LinkedIn Ads** for QITS.
- Increase **social media** profile visits by **20%**

### Project Name: Taj Hotels | Zuri Hotels | Soneva Resorts | Spice Jets

#### Responsibilities:

- Accountable for campaign strategies, budget planning, monthly.
- Update product listings & prices in major OTAs.
- Communicate with clients for reports of brand ideation and product promotion.
- Responsible for generating Email campaigns, SMS & WhatsApp campaigns.
- Keyword research for search ad campaigns

#### Accomplishment:

- Generated **80% of relevant leads** from search ads and carousel ads.
- Update **product prices in major OTAs**.
- Increased room **bookings through the website by 30%**.
- Majorly pushed up the SEO ranking in Google SERP.
- Generate **40% relevant leads from YouTube Display Ads**.

### Project Name: Shoba | Prestige | Brigade Groups | Chartered Housing

#### Responsibilities:

- Responsible for campaign strategies, budget planning, every month.
- Created microsites for lead generation and SEO activities.
- Communicate with clients for reports, brand ideation and product promotion.
- Keyword research for search and social media campaigns.
- Deliver successive marketing campaigns for lead generation.

#### Accomplishment:

- Majorly pushed up the SEO ranking from **#35 to #2** in Google SERP.
- Reduced the bounce rate of **website traffic by 20%**.
- Generated **40% relevant leads** from search ads and social ads.
- **35% of conversion** for the successive lead outcome.
- **20% of open through rate** from **email campaigns**.

- Sprout Social
- Buzzsumo

#### Tag management system

- Google Tag Manager

#### Marketplace & OTAs

- Flipkart
- Amazon
- Paytm
- Myntra
- Ajio
- MMT
- Expedia
- Booking.com

#### Website Performance & Testing

- Pingdom
- GT Metrics
- Google Dev

#### Graphics Designing

- Adobe Photoshop
- AI Adobe Illustrator
- Coral Draw

#### Structured Markup Testing Tools

- Google's Structured Data

#### Project management tool

- Jira
- Asana
- Slack

#### Microsoft Office Suites

- MS Word
- MS Excel
- MS PPT
- MS Office

## LANGUAGES

English



Bengali



Hindi



Gujarati



## INTERPERSONAL SKILLS

- Communication & Presentation Skills.
- Confident, Motivational & Pragmatic person.
- Quick Learner & Result Oriented approach.
- Creative & Analytical Thinking.

## HOBBIES

- Drama and Arts
- Cooking
- Kite Flying
- Gaming
- Working Out

### Project Name: Veda Earth | Kuberan Silks | Boutique

#### Responsibilities:

- Created monthly campaign plan and channel orientation & budget.
- SEO, Keyword research for search ad campaigns and back linking.
- Update product listings in major marketplaces.
- Communicate with clients for reports, brand ideation and product promotion.
- Responsible for generating Email campaigns, SMS & WhatsApp campaigns.

#### Accomplishment:

- Listings products in the marketplace like Flipkart, Paytm, Amazon, Snapdeal, Myntra & Nykaa.
- Generated **50% of relevant leads** from shopping ads and carousel ads.
- Increased **product sales through the website by 25%**.
- Reduced the bounce rate of the **website by 30%**.

Notable mentions on clients like **Plan India, Beroe.Inc, Pace Seating, IBCA**, several others from **E-Commerce, IT\_Software** and **E-learning** industries.

## INTERNSHIP EXPERIENCE

### Ecube Infotech Pvt Ltd | Digital Marketing Intern

May 2016 – June 2016

Updated website (CP), content, creatives with support teams.  
Profile management on the social media platform.  
Market research, keywords analysis for SERP positions.  
Tracked down conversions through analytics and social insights.

### Capital First Pvt Ltd | Digital Marketing Intern

August 2016 – September 2016

Organic SEO activities for link generations and backlinks.  
Understand and managed financial database of customers.  
Managing customers' portfolio and executed emailers.

## EDUCATION

### Unitedworld School of Business

**MBA in Marketing and Operations | Post Graduation | June 2017**

- Percentage: 68.77 %

### Dum Dum Motijheel College

**Bachelor's in English Literature | Under Graduation (Hons) | June 2014**

- Percentage: 50.43 %

### Calcutta Airport English High School (H.S)

**Higher Secondary Certificate | Humanities | July 2011**

- Percentage: 70.40%

### Calcutta Airport English High School (H.S)

**Secondary School Level Certificate | General | May 2009**

- Percentage: 74.88%

## CERTIFICATIONS

- **Google Partners: Expert Series in Automation | May 2019**
- **Credit Assessment of LAP from CRISIL | January 2018**
- **Google Analytics and Google Ads | August 2017**
- **Google Tag Manager | August 2017**
- **Digital Marketing from Inventateq | August 2017**
- **Facebook Blueprint from Facebook | August 2017**
- **Advertising, Branding, and Creativity from Unitedworld School of Business. | August 2016**
- **Business Intelligence from Unitedworld School of Business | June 2016**
- **AD Mad Show from Unitedworld School of Business | August 2015**