

# DIPASMIT GHOSH

## Head of Branding

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Highly creative professional with 7+ years of experience in Digital Marketing, Branding, Visual Media Management, and Content Creation, seeking to explore the various opportunities in life and in quest for career-enriching opportunities.

## Experience

### Head of Branding

May 2023 – Present

Prism Logistics Pvt. Ltd.

- Marketing Strategy & Brand Management
- Developed and executed comprehensive marketing strategies to drive brand recognition and business growth.
- Created and maintained a content calendar to ensure consistent delivery of engaging content.
- Increased brand visibility through targeted marketing campaigns and strategic partnerships.
- Managed the application process for industry awards, including selecting awards, preparing submissions, and tracking results.
- Digital Marketing & Performance Optimization
- Led the digital marketing department, overseeing SEO/SEM, PPC, social media, email marketing, and display advertising.
- Managed website updates and enhancements to improve user experience, traffic, and engagement.
- Implemented chatbots and APIs to enhance customer engagement and streamline lead generation.
- Conducted market research and competitor analysis to identify trends and optimize marketing initiatives.
- Content & Creative Development
- Oversaw the production of video and graphical content to support marketing campaigns.
- Collaborated with subsidiary companies Inkbar (Design) and Avishi Project (Real Estate) to develop innovative design solutions.
- Maintained strong vendor communication to ensure seamless marketing execution.
- Leadership & Budget Management
- Led a cross-functional marketing team, providing guidance, training, and performance evaluations.
- Prepared budget reports and provided cost optimization recommendations.

### Brand & Digital Marketing Manager

April 2022 – May 2023

Institute of Advance Education & Research (IAER)

- Marketing Strategy & Brand Management
- Developed and executed comprehensive marketing strategies to enhance brand positioning and student engagement.
- Monitored market trends, consumer behavior, and competitor activities to refine marketing initiatives.
- Conducted campaign optimization to improve reach, engagement, and conversion rates.
- Digital Marketing & Website Management
- Managed website updates, UI/UX enhancements, and content strategy to improve user experience and performance.
- Oversaw SEO, social media, email marketing, and digital advertising to drive lead generation.
- Implemented chatbots and APIs to enhance customer interaction and streamline lead generation.
- CRM & Performance Analytics
- Utilized CRM systems to track customer interactions, manage leads, and improve retention strategies.
- Analyzed marketing performance metrics, prepared reports, and provided recommendations for budget optimization.
- Leadership & Cross-Functional Collaboration
- Led a marketing team, providing guidance, training, and performance evaluations.
- Coordinated with faculty, administration, and external vendors to execute marketing campaigns effectively.

## Experience

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### Digital Marketing Manager

July 2021 – April 2022

Crown Decor Pvt. Ltd.

- Social Media & Digital Marketing Strategy
- Designed and managed social media marketing strategies, ensuring effective audience engagement.
- Oversaw and monitored all social media accounts, developing tailored strategies for online campaigns.
- Created, audited, and published a variety of internal and external communications across multiple media channels.
- Market Research & Campaign Optimization
- Conducted market research and competitor analysis to identify trends and business opportunities.
- Developed and analyzed digital marketing strategies, optimizing performance based on data insights.
- Provided detailed reports and insights to leadership for strategic decision-making.
- Marketing & Business Development
- Managed new and ongoing marketing and advertising activities to enhance brand visibility.
- Identified new market opportunities and formulated strategies to capitalize on them.
- Arranged and conducted business development meetings with prospective clients.

### Digital Marketing Manager

October 2017 – June 2021

Institute of Engineering & Management

- Social Media & Digital Marketing Strategy
- Designed and managed social media marketing campaigns to enhance brand visibility and engagement.
- Created, audited, and published a variety of internal and external communications across multiple media platforms.
- E-Learning & Content Management
- Developed and managed content for the E-Learning portal (MOOCs) to support online education initiatives.
- Supervised and coordinated the college's E-Learning portal (IEM Learning) to ensure seamless operation.
- Managed cloud storage systems to maintain and organize digital assets effectively.
- Broadcasting & Digital Media Operations
- Led the day-to-day operations of the in-house digital media channel, overseeing broadcasting and administrative functions.
- Collaborated with senior team members to identify and manage risks associated with digital media and content distribution.

## Education

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### Master of Business Administration (MBA) – Marketing

2025

Symbiosis Skills and Professional University, Pune

### Bachelor of Technology (B.Tech) – Mechanical Engineering

2017

University of Engineering & Management, Jaipur

### Higher Secondary (10+2) – Science

2013

Techno Model School, Salt Lake

### Madhyamik (Class X) – Science

2011

Hindu School

## Skills & Proficiencies

### Marketing & Branding Skills

- Brand Strategy & Positioning
- Digital Marketing & Online Branding
- Market Research & Competitive Analysis
- Content Strategy & Storytelling
- Campaign Planning & Execution

### Digital & Performance Marketing

- Social Media Marketing (Facebook, Instagram, LinkedIn, Twitter, etc.)
- SEO & SEM (Google Ads, PPC, Keyword Strategy)
- Email Marketing & Automation (Mailchimp, HubSpot, etc.)
- Influencer & Affiliate Marketing
- Web Analytics (Google Analytics, Heatmaps, Conversion Tracking)

### Creative & Content Management

- Copywriting & Content Creation
- Video Marketing & Visual Storytelling
- Graphic Design Coordination (Adobe Suite, Canva, Figma)
- UI/UX & Website Management (WordPress, Shopify, Wix)

### Data-Driven Marketing & Tools

- Marketing Analytics & Performance Metrics
- CRM & Customer Retention (Salesforce, HubSpot, Zoho)
- A/B Testing & Optimization
- Budgeting & ROI Analysis

### Leadership & Collaboration

- Team Leadership & Cross-functional Collaboration
- Vendor & Agency Management
- PR & Corporate Communications
- Brand Partnerships & Sponsorships

Skilled in digital marketing and campaign strategy, with expertise in identifying target audiences and executing high-impact campaigns. Adaptable and quick to learn new tools in fast-paced environments, staying updated with industry trends and best practices. Proactive and self-motivated, with a strong analytical mindset for critical thinking and informed decision-making. Excellent communication and collaboration skills, with the ability to work effectively across teams. Proven leadership in team management, guiding performance, and driving results through strategic planning and execution.

## Certifications & Courses

### Online Certifications:

- The Fundamentals of Digital Marketing – Google
- Google Cloud Product Fundamentals – Google
- The Manager's Toolkit: A Practical Guide to Managing People at Work – University of London, Birkbeck
- New Models of Business in Society – University of Virginia
- Business Analytics and Digital Media – Indian School of Business

### Offline Certifications:

- CATIA (1-month course) – Amity Computer Academy
- Machining Technician (1-month course) – ASDC Academy
- PRO-E (CREO) (2-month course) – Amity Computer Academy
- ORACLE DATABASE 10g: Introduction to SQL (2-week course)

## Technical Proficiency

### Digital Marketing & Analytics:

- SEO & SEM – Google Analytics, Google Search Console, Semrush
- Social Media Marketing & Campaign Optimization – Meta Ads Manager, LinkedIn Ads, Google Ads
- Email Marketing & Automation – Mailchimp, HubSpot, Zoho Campaigns
- Google AdSense & Performance Marketing

### Design & Content Creation:

- Graphic Design – Adobe Photoshop, CorelDRAW, Canva
- Video Editing – Adobe Premiere Pro, Filmora, Vegas Pro
- AI Tools for Marketing & Content Generation – ChatGPT, Midjourney, Runway ML

### Website & UI/UX Management:

- Website Content Management – WordPress, Wix, Shopify
- UI/UX Design – Figma, Adobe XD

### Business & Productivity Tools:

- CRM & Lead Management – Salesforce, HubSpot, Zoho CRM
- Office & Collaboration – Microsoft Office Suite, Google Workspace

## PERSONAL DETAILS

### Date of Birth:

15 December 1994

### Gender: Male

**Languages Known:** English, Hindi, and Bengali

**Nationality:** Indian

## Contact Info

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### Email:

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