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| DIPANNITA CHATTERJEE        Summary  Accomplished 11 years experienced **digital marketing professional** with demonstrated success in developing and implementing strategic approaches to drive market growth and profitability by creating data-driven marketing campaigns, SEO, social media management and content marketing.        Experience    Marketing Manager, May2017 - June2023  PEARSON, BTEC & Edexcel Pearson   * Develop & maintain insight into the wider education landscape in India marking a revenue worth 42mn (INR) in 2022 * Explored market trends & growth opportunities through research and analysis to identify the right marketing strategy and efforts in the region resulting in 32 live brand centers across India by 2023 Q1 * Conducted offline events and interacted with TGs marking an 16% additional interested leads * Capture the voice of the customer & sales to inform product plans, platform roadmaps, pricing & product model strategies, & go-to-market plans trans nationally marking an 20% y-o-y increase in revenue in 2021-22 * Identified opportunities by collaborating with Brands like Apollo MedSkills, NSDC, All India Football Federation of India (AIFF) that drove interested leads & pipeline, enabling sales teams to scale existing business across India, & to increase market share across in alignment with the India business plan * Led Brand launches & Performance b2b marketing activities with a budget of 4.2 million to acquire, nurture, & retain customers * Developed business intelligence dashboards to better identify the key market data, including competitor/sector analysis. * Coordination with Global Cross functional teams- sales, product, agencies, Media & more     Digital Marketing Analyst,  Pearson Middle East   * Developed & implemented strategies to boost revenue, & increase market presence for all the Middle East LOBs (K12, Higher-Ed, TNE & ELT) supporting the overall revenue of 98mn in 2020-21 * Online Reputation Management on Facebook & Instagram platforms for both Arabic & English audiences * Plan & execute all digital marketing campaigns, including SEO/SEM, email, social media & display advertising * Brainstorm new & creative growth strategies for better campaign performance * Plan, execute & measure experiments & conversions * Regular Assessment & AB testing of Digital Marketing campaigns for insights & optimize paid campaigns   Digital Marketing Manager,  Pearson India   * Marked a y-o-y Increase of 20-25% of revenue contribution organic efforts throughout 2017-18-19 * Marked an increase of 33% on conversion marking 1000 enrolments across products worth 10.2mn (INR) of revenue organically * Ensure Improved Customer Experience across Digital platforms * Developed 350+ pages unique website content for India & Middle East * Increase in Organic leads on account of improved SEO * Reduce CPC paid on existing campaigns on account of improved Quality Score * Managing online Brand Launches , Communications & related offline & online promotion across channels * SPOC for Global UI UX development projects, platform upgrades, testing etc for both India & Middle East.     Deputy Manager, Sept 2015 – Oct 2016  ShopCJ.com   * Re-launch website & develop brand strategy to make an impression among consumers & improving product sales * Analyzing campaign performance data & optimize * Coordination with Multiple teams like Design, Sourcing, Product/IT * Manage agency teams for affiliates, email campaigns, web dev. & more * Developing strategies & solutions based on the category requirements, creating appropriate target segment & customizing plans across   Assistant Manager, Sept 2011 – Aug 2015  SNAPDEAL.com   * Create themes of online campaigns Like GOSF, Big Billion Day, EOSS * Identifying brands across verticals and running promotions basis segment for different marketing channels like Facebook, email newsletters etc * Monitoring Analytics to identify top performing SKUs across categories. * Coordinate with production/sourcing & designing teams to reduce all operational bottlenecks, to improvise merchandise information on portals         Education and Training    Executive Development Program in Strategic Management**-**  **XLRI Jamshedpur**- ongoing  PG Diploma, Advertising & Marketing, 01/2010  Bharatiya Vidya Bhavan  GPA: 69%  **AWARD: Silver Medalist for highest, specialization subjects- Advertising & Marketing**    Bachelor's, Journalism, Advertising & Marketing, 01/2009  West Bengal University of Technology  GPA: 81%,  **AWARD: Second highest overall score in University**        Accomplishments - as a writer   * Trainee Correspondent at The Telegraph (ABP Group) * Worked as a new script writer with Sahara Samay at Jamshedpur * Copywriting for ads created for ‘The Kirloskars Group- KTPL' * Scriptwriting for Wildlife Photographer Mr.Naresh Bedi (Bedi Films) |  | Contact  **⧠**  Delhi NCR 201301 **Address** : Delhi NCR 201301  **✆** +91 9004096990  **Phone** : +91 9004096990  **✉**  [dipachatterjee12@gmail.com](mailto:dipachatterjee12@gmail.com)      Skills   * Campaign Management * Brand Launch & Promotion * SEO & Social Media * Brand-Building Strategies * Digital Marketing * B2B Marketing * Google Analytics * Content and copywriting skills         Languages  English, Hindi & Bengali |