



Dipanjan Bhattacharjee

Key Account Manager at Tonic Media Private Limited

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A marketing professional having an experience of 4 years in the field of Digital Marketing & Social Media and 10 months of experience in Publishing. Since graduation, I have been into various performance driven roles ranging from executional to managerial. As an individual who has always been keen to learn, I am looking out for opportunities which test my mettle and motivate me to push the limits every time a near-impossible task occurs.

As Seth Godin once mentioned while addressing a conference of entrepreneurs, "I don't have any doubt that the people in this room will not succeed. But the real question is, how many of them will actually matter?"

Professional Attributes

Communication

Quick Learning

Team Player

Leadership

Accountability

Persuasiveness

Negotiation

Insight Driven

Technical Knowledge

Facebook Adverts

Twitter Ads

LinkedIn Ads

Social Posting Tools - Hootsuite, Buffer, Tweetdeck

Digital Analytical Tools - Cyfe, Unmetric, Konnect Social, Fanpage Karma

Social Analytical Tools - Twitter Analytics, Facebook Insights, Keyhole, Hashtracking, Tweetreach, Meltwater

Google Analytics - SEO, SEM, Display Networks

Work Experience

Tonic Media Pvt. Ltd – Mumbai
Key Account Manager

Jul 2016 – Present

- Create strategic digital plans as per brief for existing & potential clients
 - Supervise social media campaigns based on business objectives and client briefs
 - Ensure all processes are followed at all levels and adherence to contract terms with clients
 - Lead a team of executives and junior managers for multiple brands
 - Research trends in social media and identify opportunities to optimize new and ongoing campaigns
 - Educate clients on new trends, provide them with digital data and enhance brand visibility
 - Regular quality check of content and ORM with regards to individual brand guidelines and tonality
 - Coordinate with clients on a regular basis to ensure optimum client servicing and deadlines are met
 - Find solutions to problems arising out of loop holes in processes and ensure smooth flow of day-to-day work
 - Assist in business development through strategic inputs and brand insight
 - Align resources for major campaigns and event coverage
 - Ensure optimum results from media campaigns through targeting insights, appropriate content and healthy negotiations
 - Pitch for additional services like advanced analytics, website development & maintenance, media buying video projects & ORM
 - Conduct training sessions with fresh recruits and fellow team mates to help aid in learning and development
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Social Kinnect – Mumbai
Account Manager

Nov 2015 – Jul 2016

- Develop strategic digital road-maps, way-forwards and content strategy for existing & potential clients
- Plan and manage social media campaigns based on business objectives and client briefs
- Manage and lead a team of executives for multiple brands
- Research trends in social media and identify opportunities to optimize new and ongoing campaigns
- Brand development through content creation and monitoring of content delivered from other sources
- Regular quality check of content and ORM with regards to individual brand guidelines and tonality
- Coordinate with clients on a regular basis to ensure optimum client servicing and deadlines are met
- Assist in business development through strategic inputs and brand insight
- Align resources for major campaigns and event coverage, allotment of work based on existing execution roles, monitoring overall campaigns
- Ensure optimum results from media campaigns through targeting insights, appropriate content strategies and healthy negotiations
- Pitch for additional services like advanced analytics, website development & maintenance, media buying video projects & ORM
- Strategic inputs for video production & packaging

Flarepath Solutions Pvt. Ltd– Mumbai
Associate Producer – Content & Strategy

Dec 2013 – Nov 2015

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- Develop comprehensive social media marketing & content strategy and define future prospects of brands
 - Design, align & plan social media campaigns based on business objectives under supervision
 - Execute the plan of action and make sure all deliverables are met as per deadline
 - Research trends in social media and identify opportunities to enhance the presence of respective brands
 - Ensure maximum brand recall through appropriate content creation
 - Demonstrate understanding and excellent copy-writing skills
 - Coordinate with clients on regular basis in order to get approvals and ensure optimum client servicing
 - Ensure alignment and relevance of all creative communication with brand guidelines
 - Manage deliverables and follow up with third party vendors including, web developers, graphic designers & video producers
 - Create standardised reports, action-oriented recommendations, and presentations for delivery to clients and internal processes
 - Build strong relationship with clients and maintain transparency

Conferences & Exhibitions Pvt. Ltd

Feb 2013 - Dec 2013

Jr. Features Writer & Social Media Executive

- Write full-page articles, news pieces, special features and product launch updates for StyleSpeak - The Salon & Spa Journal and Spa Mantra
 - Thorough research and development on industry news, new products, and latest trends from hair, make-up, nail and spa industry
 - Coordinate with third party vendors for outsourced articles, shoot availability for special projects, etc.
 - Represent StyleSpeak and Spa Mantra at various events like product launches, fashion shows, etc.
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- Solely responsible for creating content and posting on behalf of StyleSpeak and Spa Mantra's social pages
- Worked on StyleSpeak's event, NAILATHON India, the country's first nail art championship

Foresight Resourcing Solutions
Recruitment Executive

Nov 2012 - Feb 2013

- Source resumes from job portals
- Screen appropriate resumes as per client requirement (IT, FMCG, BFSI, Advertising & Entertainment)
- Approach candidates for short listing
- Arrange for interviews with respective clients
- Take feedback from clients on candidates
- Update candidates on selection/rejection and direct them on future plan of action
- Follow up with candidates till joining

Serco Global Services - Mumbai
Customer Service Executive

Aug 2012 - Nov 2012

- Receive incoming calls from customers with NRE (UK) Process
 - Address customer queries and provide them with correct information
 - Provide customers with information on various priviledges and trip packages
 - Provide daily feedback report to the respective team leader
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Education	North Eastern Hill University - Shillong	2010 - 2012
	Bachelor of Commerce (B.Com)	
	Honours in Banking & Insurance	
	Meghalaya Board of School Education – Shillong	2010
	H.S.L.C. (10+2)	
	Graduated from Umshyrpi College	
	Meghalaya Board of School Education - Shillong	2007
	S.S.L.C. (10th)	
	Graduated from All Saints' Diocesan High School	

Personal Details

Current Address

B-31, Deepmala CHS, Next to Fire Brigade, Marve Road,
Malad (West) - 400095, Mumbai, Maharashtra - IN

Permanent Address

4/2, Nongrimmaw, Lower Arbuthnot Road, Laitumkhrah,
East Khasi Hills, Shillong - 793011, Meghalaya – IN

Marital Status

Single

Nationality

Indian

Date of Birth

23 – 12 – 1990

Languages Known

English, Hindi, Bengali, Assamese

Portfolio



In association with Ageas

IDBI Federal Life Insurance Co Ltd



