

Kaushani Mukherjee

Digital Marketer

I am a passionate Digital Marketer. Because I love what I do, I have a steady source of motivation that drives me to do my best. Passion leads me to challenge myself daily and learn new skills that helps me to grow everyday.

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 Kolkata, India

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EDUCATION

Postgraduate Diploma in Media Management Specialisation in Digital Marketing

Indian Institute of Social Welfare and Business Management (IISWBM)

08/2019 - 09/2020

Kolkata, India

Bachelor of Arts (BA)

Calcutta University

06/2015 - 05/2018

Kolkata, India



WORK EXPERIENCE

Digital Marketing Manager

99 Digital Avenues

12/2022 - Present

New Delhi, India

Achievements/Tasks

- Recognized the end to end business opportunities and transform them into digital marketing strategies to achieve goals through search, social media, and content marketing.

Digital Marketing Executive

Falakstore

09/2022 - 11/2022

Dubai, United Arab Emirates

Achievements/Tasks

- Identified and executed improvements for processes, content, and lead generation.
- Provided market research, forecasts, campaign results, and consumer trends.
- Implemented social media management tools and strategies for organizing and managing multiple social media accounts.

Digital Marketing Coordinator

JIS Group Educational Initiatives

07/2021 - 07/2022

Kolkata, India

Achievements/Tasks

- Develop, implement and manage Social Media strategy for each colleges under JIS Group.
- Campaign strategy development for various platforms like Facebook, Instagram and LinkedIn.
- Using programs such as Google Analytics, SEM rush to compile regular performance report.
- Keeping track of data and analysing the performance of Social Media Campaigns.
- Creating On-site and Off-site strategies for best SEO performance.
- Carrying out detailed keyword research for SEO and PPC in order to help website growth.
- Researching and listing directory database for business listing.

Digital Marketing Executive

Virtual Campus Pvt.Ltd

12/2020 - 06/2021

Kolkata, India

Achievements/Tasks

- Social Media Marketing for different ventures (Facebook, Instagram, Quora).
- Managing a budget to be spent on promoting social media posts and pay-per-click (PPC) advertising.
- Paying particular attention to any significant Google algorithmic change.

Digital Marketing Intern

Smart 5 Solutions

02/2020 - 03/2020

Bhubaneswar, India



CERTIFICATES

Skill Diploma Certification in Digital Marketing

Calcutta University

Socia Media Marketing

Hubspot

Google digital Unlock (The Fundamentals of Digital Marketing)

Google Ads Certificate (Pay Per click)

Semrush (SEO Toolkit)

Linkedin Certificate

Growth School

Wordpress Certificate

Seekho



SKILLS

Facebook advertising

SMM

SEO

Google Analytics

PPC

Time Management

Strategy Development

PR Management

MS Excel



PERSONAL PROJECTS

Facebook Marketing for startups

- Created FB page for awareness.
- Posted relevant post with creatives.
- Created paid FB campaigns for paid promotions.

Website design in Wordpress

- Designed and managed website for www.designsdesign.com and www.cakemix.in