


Ankan Ray

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Digital Marketing Manager with 10+ years of experience in the IT industry. I am a passionate individual with good managerial skill, vivid outlook on centers of digital marketing and web development. I have the ability to adapt to any situation and proven potential to grow self and others.

Experience

OCTOBER 2014 – PRESENT

Project Manager – Digital Marketing

Astrovision Enterprise Pvt Ltd, Kolkata, India

As the Digital Marketing Manager my tasks are to plan and execute all website and digital marketing related work. I am also responsible for keeping track of every updated analytical data and report it to my superior. To be precise –

1. Managing and working closely with colleagues from creative, content, digital marketing, and development team.
2. Increase the organic traffic as much as possible. From last 6 years our firm is always within Top 5 in India in respective field.
3. Plan and execute paid campaigns to reach high-end clientele and generate a sustainable ROI.
4. Managing the creative team and planning & execution of the Social Media Campaigns to expand our business and audience.
5. Working closely with the development team to keep our website updated with latest search engine algorithms.
6. Building a strong PR team to collaborate with national & international brands or personalities for brand promotion and Marketing.
7. Working closely with creative & content team for our monthly magazine and talk shows.
8. Planning & implementing CSR to increase our brand value and brand awareness.
9. Currently working with the design & development team to create an architecture where people can learn in online environment more professionally.

AUGUST 2012 – AUGUST 2014

Business Development Manager

Ansh Info Solutions Pvt Ltd, Kolkata, India

In this IT start-up my responsibilities were:

1. Online & offline bidding, project acquisition as per the development team's skill set.
2. Client handling & support, generating up sales and cross sales.
3. Led a team up-to 24 people
4. Assigning tasks & managing marketing, designing and development teams.
5. Inhouse digital marketing.

Skills

Digital Marketing • Product Marketing • Brand Marketing • Business Development • SEO • SMM • SEM • Advertisement Planning • Campaign Management • PPC • Content Development • Marketing Automation • Analytics • Project Management • Agile methodology • Basecamp

Language

- English – Fluent
- Hindi – Working
- Bengali - Native

Strengths

Self-starter # Strategic # Creative # Problem Solving # Adaptive # Mentoring # Communication # Leadership # Client Management # Ability to prioritize # Team player

Education

2006 – 2009

Bachelor of Computer Application

Techno India, WBUT

Grade: 7.65

Activities

Reading • Watching Cricket • Travelling • Watching videos on technical hacks