




# A T A N U B I S W A S

## E M A I L M A R K E T I N G & S E O S P E C I A L I S T

### CONTACT

 9620499804

 1507.atanubiswas@gmail.com

 A-9/228, Kalyani  
Nadia, WB

### SKILLS

Email Marketing

SEO

SMM

Lead Generation

### EDUCATION

BBA (Vinayaka Mission Deemed University )


II PUC (Mahaveer College)


10th Standard (De Nobili School, Dhanbad)

### Cerification


Digital Marketing from DigiPerform

### LANGUAGES

Kanada 

English 

Hindi 

Bengali 

### PROFILE

Dedicated and seasoned Email Marketing and Lead Generation Specialist with over 12 years of invaluable experience in devising and executing targeted outreach strategies through LinkedIn and email campaigns. Proven track record of driving substantial growth in lead acquisition and nurturing, bolstering organizational revenue streams. Adept at leveraging data-driven insights to optimize engagement and conversion rates, delivering measurable results. Seeking a strategic role in a dynamic organization where I can utilize my expertise to drive innovative email marketing campaigns, optimize lead generation initiatives, and build high-quality email lists.

### WORK EXPERIENCE

#### Email Marketing Specialist Learners Point Academy (Feb 2023 - Nov 2023)

- Enhanced website visibility, achieving 17% organic search traffic growth
- Employed on-page and off-page SEO tactics for improved search engine rankings
- Managed email campaigns, raising open rates by 18% through personalized content
- Implemented automation for lead nurturing and engagement across the customer journey
- Utilized LinkedIn for targeted outreach, driving a 43% increase in qualified leads
- Monitored and adjusted lead-generation strategies on the platform
- Worked closely with cross-functional teams to align digital marketing with overall strategies
- Leveraged LinkedIn outreach to connect with decision-makers, expanding the client base and improving business relationships.

#### Senior Lead Generation Executive Security and Compliance Solutions (Jan 2022 – Jan 2023)

- Conducted comprehensive market research on target geographies, industries, and services to identify potential clients and market trends.
- Generated high-quality leads and initiated strategic email campaigns to effectively promote company services, resulting in successful client conversions.
- Implemented consistent follow-up strategies to nurture relationships with clients, ensuring satisfaction and promoting long-term business engagements.
- Managed and executed social media activities to enhance brand awareness, engage with the audience, and promote company services in the target market.

---

## EXPERTISE

- Google Analytics
  - Google Keywords Planner
  - Keap (Infusion soft)
  - Get Response
  - Aherfs
  - Canva
  - Google Search Console
  - MailChimp
  - SendinBlue
- 

## WORK EXPERIENCE

### Digital Marketing Executive Digitechniks (July 2019 – Nov 2021)

- Collaborated with Digital Marketing Manager to develop effective SEO strategies for clients.
- Conducted keyword research using Google Keyword Planner, AHERF, and Uber Suggest.
- Achieved consistent growth in organic traffic and referral (backlink) numbers for client websites.
- Managed and maintained 3 client accounts on various SMM platforms (LinkedIn, Twitter, Instagram, Pinterest, and YouTube).
- Facilitated and managed technology webinars for a client.
- Managed email marketing campaigns using Infusionsoft (KEAP), GetResponse, and MailChimp tools.
- Designed and customized email templates.
- Integrated survey forms within emails to enhance engagement and gather audience preferences for client

### Business Development Executive Beon Engineering (Sep 2017 – Jan 2019)

- Conducted targeted market research, providing insights for effective lead generation and marketing strategies.
- Generated and converted leads through email campaigns, contributing to business growth.
- Maintained client relationships through regular follow-up and exceptional service.
- Managed social media content, enhancing brand awareness and engagement.
- Monitored and engaged with clients via the website's chat portal, ensuring optimal user experience.

### Pre-Sales Executive Metric Fox (Mar 2016 – July 2017)

- Conducted targeted market research on geography, industry, services, titles, and technology.
  - Utilized Sales Force CRM for efficient sales activity management.
  - Executed email marketing to generate qualified leads.
  - Prospected industry and technology verticals for lead generation.
  - Cultivated global reseller partnerships.
  - Leveraged social and professional networks for brand visibility.
  - Managed marketing databases for data accuracy and compliance.
-

---

## **Business Development Executive Vayu Engineering Solutions (Oct 2012 – Feb 2016)**

- Strategized and executed business development activities, curating prospective lists and targeting key stakeholders in the Automotive, Aerospace, Machine Tools, Consumer Design, and other relevant industries.
- Leveraged LinkedIn, Google, Zoom Info, and Twitter to identify and engage with high-level decision-makers,
- fostering meaningful connections and expanding business opportunities.
- Orchestrated projects seamlessly utilizing a proficient team of licensed engineers and cutting-edge software, including Solid Works, Auto Cad, Pro-E, Catia, Inventor, Solid Edge, and Hyper Mesh.

## **Business Development Consultant iCMGworld.com (Sep 2010 and Oct 2012)**

- Conducted thorough market research and industry analysis studies.
- Collected and analyzed data, employing online research methodologies.
- Prospected and marketed to target markets, successfully achieving pipeline and revenue targets.
- Identified, networked with, and engaged prospective clients, building a strong network.
- Compiled databases from multiple sources and validated data for lead generation.
- Implemented email campaigns and monitored client activities through live chat portals.
- Customized lead lists and performed data processing to enhance marketing efforts.
- Utilized online marketing activities to drive engagement and promote brand awareness.

## **Strengths**

- Ability to build and maintain an excellence rapport with people
- Honest, Sincere and Dedicated towards my job responsibilities
- Smart working and talented
- Flexible in nature
- Good team player

SINCERELY,



ATANU BISWAS