

Swagata

MUKHERJEE

DIGITAL
MARKETER



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ABOUT ME

A knowledgeable and qualified Digital Marketer with a proven track record of success in conducting comprehensive campaigns, developing customized projects for clients and managing their social media.



EXPERIENCE

2014 - 2023

- Royal Bank of Scotland: Worked as an Analyst in UK banking operations.
- Adiya Birla Capital: Worked as Senior Client Relationship Manager and got promoted to Executive Client Relationship Manager.
- PNB Met-life: Worked as Senior Relationship Manager.
- IBA Crafts Pvt Ltd: Worked as a Digital Marketing Executive(SEO Content Writer/ Website Designing/ Paid Ads).

EDUCATION

Graduation

- DYAL SINGH COLLEGE,
UNIVERSITY OF DELHI
2011 - 2014

Post Graduation

- IGNOU
2017 - 2020

CERTIFICATIONS

- Google Search Ads
- E-commerce
Management from IIDE
- Amazon Sponsored Ads

ROLES & RESPONSIBILITIES

- **Optimized ROI:** Achieved 20% higher click-through rates and 15% lower cost-per-click by expertly managing PPC campaigns.
- **Targeted Traffic:** Leveraged Google Keyword Planner and SEMrush for precise keyword research, funneling high-impact traffic.
- **Enhanced Conversions:** Honed ad copy, ran A/B tests, and boosted conversions by 25% through improved ad relevance.
- **Maximized ROI:** Commanded Google Ads, Amazon Ads and social platforms, yielding a robust 30% campaign ROI increase.
- **Content Creation/Editing and Proofreading:** Generate engaging written content with accuracy for various platforms.
- **Budget Mastery:** Stewarded ₹50,000 monthly ad budget, consistently ensuring strong returns and prudent spending.
- **Clear Reporting:** Translated complex metrics into actionable reports, offering clients valuable insights and optimization strategies.

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INTERNSHIPS

Pursued internships in Digital Marketing from Gryffindor Academy, F & B Recipes and Apar Technologies



*Go Digital
Save Trees*