

Narayan Samal

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Profile

Enthusiastic and certified digital marketing professional with hands-on experience gained through Meta Social Media Professional Certificate and Google Digital Marketing & E-commerce Professional Certificate. Seeking to leverage my skills and knowledge to contribute effectively to digital marketing strategies and drive results.

EXPERIENCE

SALES ASSOCIATE |APKFINMART | AUGUST 2022- MARCH 2023

- Managed client interactions and provided solutions tailored to customer needs, increasing client retention by 15%.
- Collaborated with the sales team to optimize the sales funnel, improving lead conversion by 12%.
- Analyzed sales data to develop actionable strategies, resulting in a 10% increase in monthly revenue.
- Utilized effective communication to understand customer pain points, which informed personalized sales tactics.
- Developed a data-driven approach for client acquisition and retention, using insights to refine marketing strategies.

BUSINESS DEVELOPMENT EXECUTIVE | WORKEX (BYJU'S) | JUNE 2023 – NOVEMBER 2022

- Developed and executed sales strategies that resulted in a 20% increase in lead generation over 3 months.
- Conducted client meetings, understood their educational needs, and provided customized solutions, achieving 50% customer satisfaction.
- Collaborated with cross-functional teams to drive the adoption of Byju's products, increasing product penetration by 15%.
- Managed a sales pipeline and consistently exceeded quarterly sales targets by an average of 18%.
- Utilized CRM software to track customer interactions and provided data-driven reports to improve customer acquisition strategies.

PROJECTS AND DIGITAL MARKETING EXPERIENCE | SEPTEMBER 2023-FEBRUARY 2024

Digital Marketing Practical Projects:

- Developed SEO strategies, performing keyword research and on-page/off-page optimization.
- Created and monitored Google Ads campaigns to maximize ROI and meet conversion goals.
- Managed social media marketing campaigns using Meta Ads, resulting in improved engagement rates.
- Analyzed performance metrics using Google Analytics, leading to data-driven campaign adjustments.

Course Projects:

- Executed a mock digital marketing strategy for a local business, increasing organic traffic by optimizing content and keywords.
- Built and launched social media marketing campaigns on Facebook and Instagram, measuring performance through engagement and reach.
- Conducted email marketing campaigns, designed to nurture leads and improve conversion rates.

Google E-commerce SEO Optimization Project:

- Conducted extensive keyword research and developed an SEO strategy to boost organic search traffic for a fictional e-commerce website, resulting in a 20% increase in visibility and a 15% rise in organic sales conversions.
- Monitored web analytics dashboards and generated reports to track and measure campaign success against KPIs.

Email Marketing Campaign Project:

Designed and executed a targeted email marketing campaign to promote a fictional e-commerce business.

- Created segmented email lists and crafted personalized email copy to improve open and click-through rates.
- Analyzed campaign performance using email marketing tools, resulting in a 25% increase in lead engagement.
- Used A/B testing to optimize email subject lines and content, boosting conversion rates by 15%.

Education

BACHELOR OF ARTS | JUNE 2017- DECEMBER 2020

Skills & Abilities

- SEO/SMO/PPC Strategy Development
- Keyword Research & Optimization
- Google Analytics & Web Analytics Tools
- Content Creation & Social Media Marketing

- Campaign Performance Analysis (ROI & KPIs)
- Client Communication & Collaboration
- Meta Ads & Google Ads
- Email marketing
- Research & Trend Analysis

Tools

Hootsuite, Buffer

Google Analytics, Google Search Console

WordPress (CMS)

Canva (Design)

Certification

Meta Social Media Marketing professional certification

Google Digital Marketing & E-commerce Professional Certificate

Search Engine Optimization Certification by HubSpot

HubSpot Email Marketing Certification