



# TANUSREE GHOSH

Digital Marketing Professional

## CONTACTS

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- 04 Aug 1992

## SKILLS

- SEO / SEM
- SMO
- PPC
- ORM
- ASO(App Store Optimization)
- Email Marketing
- Web Analytics
- CRO
- SMS Marketing
- Affiliate Marketing
- Google AdSense
- WordPress

## TOOLS

- Moz Bar
- Alexa Rank
- Ahrefs
- SEMRUSH
- Screaming Frog SEO Spider Tool
- Keyword Planner
- Seoptimer
- Indexation Checker tool
- Rich Snippet Tag Generator tools
- Sitemap Generation tools
- Copyscape.com
- Duplichecker.com
- Seomfo
- Ubersuggest
- Xml sitemaps.com
- Google Search Console
- Wappalyzer
- GTmetrix

## SUMMARY

Skilled at analysing market trends and customer needs to develop highly- effective and targeted digital marketing campaigns. Dedicated, customer-focused and competent individual. Self-motivated and excellent team player recognized for dependability and detail-oriented work. Ability to solve problems in creative ways while maintaining a clear perspective of goals.

## Digital Marketing Expertise:

### Search Engine Optimisation (SEO)

- URL renaming/re-writing.
- Url Canonicalization(301 redirects using .ht access code). Optimizing websites by Analysing Clients Individual Web Pages using Duplicheker, Copy scape for refreshing content.
- Text to Html Ratio, Website Loading Speed, Site Navigation Structure.
- Importance of Bread Crumb Structure. Competitor Analysis.
- Keyword Research (Google Keyword tool).
- Title & Meta Tags development. Importance of H1, H2, H3 Tags.
- XML sitemap creation. Html sitemap. Robots.txt Creation.
- Keyword density, Anchor Text in web content.
- Existing Web Content Optimization. Schema (Rich Snippets).
- Competitor Analysis &Monitoring.

### Social Media Marketing

- Increase Facebook likes, shares, reach for posts.
- Find targeted audience on facebook
- Creating facebook page, groups and participate in a right way
- Creating Events ,Customizing tabs in facebook page.
- Settings , Page roles ,Cross posting, Response Assistant

### Email Marketing

- Importance of email marketing in generating leads.
- Email list Validation tools.
- Write effective subject lines. Sending bulk emails.

### Google Ads

- Creating Search Network Campaign
- Location and Language Settings Networks and Devices
- Bidding and Budget. Schedule: Start date, End date, Ad scheduling
- Ad delivery: Ad rotation Purpose of Ad Groups. Keyword Types (Broad, Phrase, Exact and Negative)
- Adwords Keyword Tool. Quality Score and Its Importance
- Device Bidding (Mobile,Desktop,Tablet)
- Negative keywords identification Tools and techniques to find negative keywords. Ad Extensions etc.
- Impressions, Clicks, CTR, Cost, AVG CPC ,MAX CPC

## Google Analytics

- Understanding of Google analytics account structure Cookies importance in Google analytics
- Setting up account in Google analytics Adding analytics code in website
- Understanding different types of traffic downloading different traffic reports
- Creating Key Performance Indicators
- Understanding Bounce rate and how to reduce it Setting up goals and tracking conversions
- Different types of Goal conversion paths. Funnels in goal conversions
- Tracking Adwords Campaign reports in Analytics
- Filtering the traffic and creating different types of Pictorial charts to analyse reports visually
- Importance of UTM Tagging ( Automatic and manual) Enabling Automatic UTM tagging
- Event Tracking in Google analytics
- Checking Real Time Traffic
- Creating Advance Segmentation Reports with multiple dimensions

## Work Experience

**Organization: QuickMove Technologies Pvt Ltd.**

**Designation: Digital Marketing Executive | Duration: May'2023 to till now**

### Responsibilities:

- Lead generation from Organic Method i.e. Google, Facebook, LinkedIn and Apollo.io .
- Checking leads through CRM and connecting to the leads that are already created earlier but not converted.
- Creating backlinks in different sites such as Directory Submission, Social Bookmarking Sites, Business Profile Sites, Infographic Submission, PDF Submission, Blog Submission, Article Submission.
- Creating Blogs for the company website and Articles for LinkedIn for Freight Forwarding Software, Moving Software and Warehouse System with the help of ChatGPT.
- Creating Videos, Images, Instagram Reels, YouTube Videos for products like Freight Forwarding Software, Moving Software, Warehouse Software in Canva.
- Creating Email Campaign In Zoho for the Freight Forwarding, Moving and Warehouse System.
- Creating Evening Image for the products in Canva and posting it to LinkedIn, Facebook, Twitter, Instagram and Pinterest.
- Collecting data from the Fastractor tool for generating leads and also for Email Campaign.
- Creating Facebook Campaign for increasing followers in Company's Facebook Page.

**Organization: Kips Learning Pvt. Ltd.**

**Designation: Sales Operations Executive | Duration: February '2020 to December '2020**

### Responsibilities:

- Creation of leads in Salesforce based on customer activity on the website.
- Merge duplicate customers in Salesforce for efficient tracking. Updating and de duplicating competitor information after merging of accounts.
- Maintain customer pipeline based on feedback from Sales Team & taken action on non-workable Schools.
- Prepare Salesforce reports that includes:
  - o Accounts and Contacts Report, Adoption Report, Dispatched Report , In Hand Sample Report
  - o Weekly OTD Status Report (To check if the managers are sending their reports to their Reporting manager for Approval)
  - o Data Correction Report (To check information updated in Accounts, Contacts as well as Competitor details in Salesforce)
- Handing over of leads generated from e-commerce site to the respective area Sales Manager.
- Update customer information in Salesforce based on inputs received during customer interaction.
- Track action taken on the e-Sampling request for the Sales Team to maintain customer relationship.
- Categorise between e-sample / physical sample and co-ordinate with Sales Team & Warehouse for

**Organization: WildCard Techno Services Pvt. Ltd.**

**Designation: Inside Sales Co-ordinator | Duration: October '2019 to January '2020**

**Responsibilities:**

- Coordinate sales team by managing schedules, filing important documents and communicating relevant information.
- Act as the primary customer service contact for clients who have questions about their accounts or our product.
- Handling orders by phone, email, or mail and checking the orders have the correct prices, discounts, and product numbers.
- Handle the processing of all orders with accuracy and timeliness.
- Respond to complaints from customers and give after-sales support when requested.
- Inform clients of unforeseen delays or problems.
- Collaborating with other departments to ensure sales, marketing, queries, and deliveries are handled efficiently.
- Contribute to overall customer satisfaction by promptly answering emails and handling orders by phone

**Organization: GVK EMRI**

**Designation: HR Co-ordinator Intern | Duration: July' 2018 to September' 2018**

**Responsibilities:**

- Partnering with hiring manager to determine staffing needs. Resume screening
- Conducting in-person and telephonic interviews for scouting profiles
- Recommending profiles to the hiring manager. Co-ordinating interviews with the hiring manager
- Following up on interview process status. Carry out reference and background check
- Communicating employer information and benefits during screening process. Completing timely reports on employment activity

## **EDUCATION**

**Master of Business Administration | University of Engineering and Management | Kolkata | 2019**

**Bachelor of Computer Application | Netaji Subhash Engineering College | 2015**