CONTACT -:
·················

📞 Phone -:

+918013579162

✉ Email -:
bhaskar.awaw@gmail.com

📍 Address -:

Kantapukur, Post - Mogra, Dist - Hooghly, West Bengal 712148, India.
City -: Kolkata
Nationality - : Indian
Gender -: Male

🔗 Skype -:

live:.cid.b13cf1e520d2ea6b

Language -:
English -: (C1)
Germany
Bengali
Hindi

Date of Birth -:
21/01/1973

Hobby -:
Theatre , Acting

Driving License -:

Permanent Driving License.

BHASKAR SANYAL

PROFESSIONAL SUMMARY -:

Results-driven Digital Marketing Specialist with 3+ years of hands-on experience in Search Engine Marketing (SEM) and Paid Advertising across platforms including Google Ads, Microsoft Ads, and major social media channels (Facebook, Instagram, LinkedIn, Snapchat). Proven ability to manage large-scale and complex client budgets while delivering data-driven performance through strategic campaign planning and optimization. Skilled in digital analytics, tracking, and reporting using tools such as Google Analytics and Google Tag Manager. Known for a proactive, analytical mindset, strong communication skills, and the ability to thrive both independently and collaboratively in fast-paced, deadline-driven environments.

Work History
SEO Analytics (Ncriptech -: 2023/04 – Current)
- Executed SEO strategies for 10+ client websites, leading to an average 40% increase in organic traffic.
- Managed Google Ads campaigns with a 3.5x average ROAS.
- Conducted keyword research and content planning for blog and landing pages.
- Created monthly reports using Google Data Studio and presented insights to clients.
- Improved keyword rankings for core pages, increasing SERP visibility by 60% in 6 months.
- Fixed technical SEO issues (site speed, mobile usability, crawl errors).
- Built backlinks via outreach and content partnerships.
- Collaborated with developers and content writers to implement SEO best practices.

Network Engineer.
(Top Purchasing Pvt. Ltd, Kolkata -: 2014/04 – 2023/02)

- Configured and maintained Cisco routers and switches
- Monitored network performance and resolved connectivity issues
- Assisted with firewall rule updates and VPN setups
- Documented network changes and standard procedures

System Engineer
(D.S. Info Tech Pvt. Ltd, Durgapur -: 2010/06 – 2013/12)

- Networking & Security
- Automation (Ansible, PowerShell, Bash)
- Cloud Platforms (AWS, Azure, GCP)
- Monitoring & Incident Response
- Systems Design & Integration

Customer Support Executive.
Solaris Computers Pvt. Ltd, Chennai -: 2009/11 – 2010/06)
- Maintenance, Assembling & Programming of BEATRON TP-2000 Time Stamp.

- Used coordination and planning skills to achieve results according to schedule.
- Offered friendly and efficient service to customers, handled challenging situations with ease.
- Participated in team-building activities to enhance working relationships

Hardware & Network Engineer
(DIGITAL INFOTECH, Hooghly -: 2008/04 – 2009/10)

- Consulted with network engineering staff to evaluate hardware and software requirements for new system development.
- Designed computer hardware components and peripheral devices.
- Performed installation, maintenance and repair for complex internal computer hardware and various software applications.

Social Media Executive
R.S Info Solution, Siliguri -: 2000/11 – 2008/02

- Analyzed and reported social media and online marketing campaign results. Manage over 60 customer call per day.
- Developed marketing content such as blogs, promotional materials and advertisements for social media

Education

MBA: I.T - : (2012/01 – 2014/01)
Mahatma Gandhi University - Meghalaya

Post Graduate Diploma in Computer Applications : (2014/06 – 2015/06)
Indira Gandhi National Open University (I.G.N.O.U) – Kolkata

BSc in Biosciences from Burdwan University -: 1996

Some College (No Degree): I.T -: (2007/04 – 2008/05)
INDIAN INSTITUTE OF HARDWARE TECHNOLOGY - Kolkata, WB

- Hardware Engineering -: (A+)
- Network Engineering   -: (N+)
- Router Administration.

Diploma Course In Office Automation – 2003
(Tribeni Commercial College)

Advance Certification Course In Silk Screen Printing- 2000
Vocational Training Institute State Youth Centre

Certification Coerces -:

- **Cortication coerce in Dust Top Publican (D.T.P) – 1999**
  (Computer Training Institute – State Youth Centre)

- **Cortication coerce in Marketing Management – 2004**
  (Ministry of Small Scale Industries.)

Bhaskar Sanyal