

ANKUR MUKHERJEE

Digital marketer with 8 years' experience, open to roles across ad agencies, IT, EdTech, and other growth-driven sectors.

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Executive Profile

- Over 8 years in **digital marketing**, specializing in creating compelling content across diverse **social media** platforms.
- Excel as a **Digital Marketing Manager** at PrepLadder, Chandigarh, specializing in social media management for the medical industry. Additionally, responsible for overseeing **influencer marketing strategies**.
- Social Media Management:** Skilled in using monitoring tools to optimize social media performance and enhance brand visibility.
- Content Optimization:** Proficient in optimizing website content and leveraging blogs, videos, and audio to drive audience engagement.
- Goal-oriented with a proven track record in developing and **executing successful marketing strategies**.
- Conceptualized innovative ideas** for product enhancements and campaign strategies, leveraging market trends and consumer insights to drive engagement and achieve marketing objectives effectively.
- Client Engagement:** Recognized for leading productive **client meetings** and implementing data-driven strategies for **online reputation management**.
- Proficient in monitoring **website traffic**, analyzing performance metrics, and delivering actionable reports for **continuous improvement**.
- Managed **client accounts including** PS Group, Belani, and Lexus Motors (Jaguar Land Rover, TATA Passenger & TATA Commercials), as well as PRAN Potato Cracker, PRAN Litchi Drinks, Dr. Tina Skin Solutionz, and Nifty Interio at **Brandwizz Communication**.
- Campaign Evaluation:** Experienced in **using analytics** to refine strategies and achieve marketing objectives efficiently.
- Search Engine Marketing:** In-depth knowledge of **SEM strategies** contributing to the success of marketing campaigns.

Education

📅 2014 📍 Rajasthan
Bachelor's in Journalism & Mass Communication, Shridhar University

Career Timeline (Recent 2 Organization's)



Dec'22 -
Sep'24



Oct'24 -
Present

Digital Marketing Specialist

Digital Marketing Manager

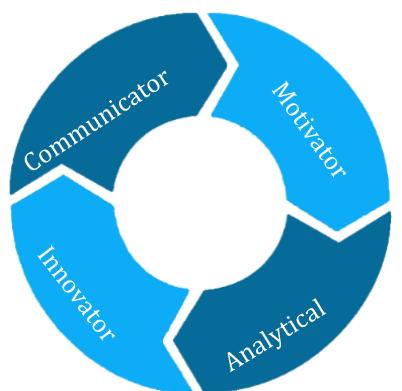
Core Competencies Areas



Award

- Best Performer Award 2019 - Brandwizz Communications

Soft Skills



Professional Experience

Digital Marketing Manager | PrepLadder

 Oct'24 – Present  Chandigarh

Responsibilities:

- Acted as an **individual contributor** driving independent planning, execution, and reporting of digital campaigns.
- Developing and executing influencer marketing strategies** to amplify brand presence and reach, ensuring significant audience growth and increased sign-ups.
- Leveraged **GA4 and GTM** to analyze **web traffic, track conversions, and optimize funnel performance** for campaign efficiency.
- Managing and growing social media channels** to drive engagement, build communities, and expand audience reach, with a focus on targeting new followers and achieving consistent monthly growth.
- Collaborating with content creators and influencers** to design and implement impactful, results-driven campaigns.
- Monitoring social media trends, tools, and applications** to continuously enhance brand awareness and stay ahead of industry developments, ensuring content remains trending with strong reach and engagement.
- Analyzing and reporting on campaign performance** to optimize marketing efforts and drive continuous growth.
- Executed targeted **email marketing campaigns** to increase sign-ups and re-engage inactive users.

Digital Marketing Specialist | ErevMax

 Dec'22 – Oct'24  Kolkata

Responsibilities:

- Spearheading the **identification of emerging market trends** & insights to drive strategic digital marketing initiatives effectively.
- Campaign Management & Alignment:** Conceptualizing & orchestrating comprehensive marketing campaigns that align with organizational goals and optimize market penetration.
- Website Management and Optimization:** Directing the management and optimization of corporate websites to enhance customer engagement and facilitate lead generation.
- Content Strategy and Engagement:** Strategically optimizing content across digital channels (blogs, videos, audio) to elevate brand visibility and foster meaningful audience engagement.
- Performance Analysis and Enhancement:** Driving continuous improvement in website performance by analyzing traffic metrics and implementing data-driven enhancements.
- Designed and implemented **automated email marketing** workflows for lead nurturing and product updates.
- Establishing **key performance indicators** (KPIs) and delivering actionable insights through regular internal reporting to inform **strategic decision-making** and enhance **campaign effectiveness**.

Brandwizz Communications

 Dec'17 – Dec'22  Kolkata

Growth Path:

Dec'17 – Dec'18 – Executive

Dec'18 – Dec'19 – Senior Executive

Dec'19 – Apr'21 – Assistant Manager

Apr'21 – Dec' 22 - Digital Marketing Manager

Responsibilities:

- Led client meetings to assess **project requirements** and develop strategic plans to enhance client success.
- Managed the **marketing calendar** to coordinate content releases with new product and service launches.
- Analyzed **monthly performance metrics** to derive insights for optimizing future marketing strategies.
- Monitored **ROI** from online and **social media marketing efforts**, leveraging website analytics for campaign assessment & adjustment.
- Tracked **emerging industry trends** to enhance campaign performance and align strategies with organizational goals.
- Enhanced **customer engagement** through targeted social media campaigns and strategic content management.
- Directed successful **search engine marketing campaigns**, implementing advanced linking, technical & keyword research tactics.
- Implemented **WhatsApp marketing strategies** to effectively retarget customers and enhance campaign performance.
- Developed and deployed **email marketing strategies** for client campaigns across **FMCG and Auto sectors**.
- Supported **GA4 setup** during website transitions and tracked audience behavior via **GTM**.

Highlights:

- Managed **Online Reputation Management (ORM)** for Automotive, FMCG, and Real Estate sectors on social media & Google Business Profile.



Previous Experience

VC Engineer | Kaizen IT Services - IBM

Apr'16 - Aug'17 Jamshedpur

Responsibilities:

- Actively contributed to team-building activities, enhancing working relationships and fostering collaboration.
- Inventory Management:** Monitored and managed company inventory, ensuring accurate stock levels and updated databases for smooth operations.
- Cultivated and maintained effective relationships with colleagues, clients, and stakeholders, fostering a positive work environment and productive partnerships.

Internship

Dentsu Communications Pvt. Ltd.

2017 Mumbai

Certification

- Social Media Marketing: Strategy and Optimizations, 2021
- SEMrush Site Audit Exam, 2020
- Content Marketing Principles for Business, 2024
- PGDM in Digital Marketing, Times Pro, 2017
- Advanced Certificate in Digital Marketing and Communication from MICA, 2025

Personal Details

Languages Known: English, Hindi & Bengali

Work Preference: Open to Bangalore Location & Remote

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