

**Name:** Sudip Samanta  
**Mobile No:** +91 9964108470  
**E-mail:** [sudipsamanta015@gmail.com](mailto:sudipsamanta015@gmail.com)

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#### CAREER SUMMARY:

- Possess excellent analytical and logical skills in **Online Marketing** and **eCommerce Marketing and Email marketing**.
- Seeking a challenging position in an organization in the field of **Online Marketing, eCommerce Marketing, Search Engine Marketing, Social Media Marketing / Social Media Market Research / Social Media Analysis** which is amenable to my career development and growth and to give the organization my maximum capabilities

#### CAREER ROLE:

Online/Internet Marketing & Business Development Executive: First Source Laboratory Solution, Bangalore. (February, 2015 to January, 2016)

Digital Marketing & Business Development Executive: Barefoot Power, Bangalore (February, 2016 to till date)

#### CAREER HISTORY:

##### CURRENT EMPLOYER: Barefoot Power

##### Key Responsibilities:

- High exposure level on **Social media** channels like **Facebook, Twitter, linked In, Blogs, Instagram, Google plus, and YouTube**.
- **Search Engine Optimization (SEO), ecommerce Marketing and Email marketing through Mail chimp.**
- **Business Development through ecommerce site and online buying & selling portal.**
- Knowledge on various search tools like **Google search Engine Indexing, Google analytics Tools, Google Web Master Tools & Ad Words, PPC**.
- Marketing Activities in online business portal and provide backend end support to team.

##### PREVIOUS EMPLOYER: First Source Laboratory Solution.

##### Key Responsibilities:

- Creating visibility online & handling digital media
- Handle entire online traffic
- Email marketing through Mail chimp
- Provide pricing & quotation customer & internal team
- Handle all marketing activities & provide back end support to team
- Visit customer and attend events
- Research & develop partnership leads.

#### TECHNICAL SKILLS:

- Business & marketing Development
- Google Ad words & Analytics, Digital Marketing ( Search Engine Marketing & Social Media Marketing)
- Off Page Search Engine Optimization
- Email Marketing
- Digital Electronics & Signal Processing.

**EDUCATIONAL PROFILE:**

Category	Institute	Board/University	Percentage (%)
10 <sup>th</sup> (2007)	Bakulda High School	W.B.S.S.E	70.25
12 <sup>th</sup> (2009)	SS Patna High School	W.B.C.H.S.E	60.00
BE in ECE(2013)	St peter's University	University(Deemed)	6.16(CGPA)

**QUALITIES:**

- Punctual or Time management
- Patient, Optimistic
- Team Worker
- Flexible and Quick learner.

**HOBBIES:**

- Web Browsing
- Socialising with others
- News paper reading
- Playing Cricket and Football

**EXTRA CARRICULAM ACTIVITIES:**

- Proficiency in MS Office – Word, Advanced Excel, Power Point.
- Good typing skill in computing
- Mail communications.
- Organizing committee member of difference Technical and Cultural activity and event in our college.

**CAREER OBJECT:**

To get good position in your organization and showcase my talent, skills and ability in any challenging projects under any circumstance and I would like to work under zeal and enthusiasm condition.

**PERSONAL INFORMATION:**

Date of Birth : 26<sup>th</sup> March. 1992

Nationality : Indian

Marital Status : Unmarried

Address : #30/2,1<sup>st</sup> Cross, Magumpalya Road, Bommanhalli, Hosur Main Road, Bangalore-560068, Karnataka, India.

Language Known: English (R/W/S)  
Hindi (S)  
Bengali (W/S/R)

**I hereby declare that the information furnished above is true to the best of my knowledge.**

Place: Bangalore

SUDIP SAMANTA