

ADITI DATTA



SENIOR DIGITAL MARKETING ANALYST (GOOGLE ADWORDS CERTIFIED)

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I have 5+ years of Professional Experience in the field of Digital Marketing. I am a qualified Digital Marketing Consultant and a Google Adwords Certified Professional with a good experience in managing SEO Campaigns, Internet Marketing Analysis, Competitor's Analysis, Lead Generation, Advance Link Building, Social Media Campaign Management and Pay-Per-Click Management (PPC). I have also managed several PPC Client Accounts World-Wide Successfully. Being a Professional Consultant, I have a passion for optimizing website to meet its business goals. I feel that daily challenges in my job prospect attract me to proceed further.

PERSONAL INFORMATION

DATE OF BIRTH: 11TH DECEMBER, 1989

CITIZENSHIP: INDIAN

MARITAL STATUS: SINGLE

EXPERIENCES

16TH FEBRUARY, 2016 – PRESENT: INFOSYS LIMITED ORGANIZATION

JOB ROLE: DIGITAL MARKETING – SUBJECT MATTER EXPERT (SME)

LOCATION: CHENNAI, INDIA

16TH AUGUST, 2011 – 12TH FEBRUARY, 2016: WEBGURU INFOSYSTEMS PVT LTD

JOB ROLE: SENIOR DIGITAL MARKETING SPECIALIST

LOCATION: KOLKATA, INDIA

CTC Package per Annum: Rs. 3, 20,000 per Annum

MY RESPONSIBILITIES/EXPERIENCES

- Taking Paid Campaign Responsibility & Managing both Clients as well as In-house Sites
- Performing Intensive Research on Social Media Marketing, SEM and PPC
- Managing PPC campaigns using multiple networks – e.g. Google Adwords, Bing, Facebook, LinkedIn etc.
- Updating Sites as according to the algorithmic updates from Google.
- Maintaining Ad Campaigns for all Social Media Sites such as Facebook, LinkedIn, Pinterest and Twitter.
- Daily updates and posts on Social Media Sites such as Facebook, LinkedIn, Twitter for both Clients and In-house Sites.
- Intensive keyword research for SEO Works of both In-house and Clients Website.
- Managing Paid Media Campaigns across metrics such as Budget, Quality Score, Average CPC & more.
- Landing page optimization to ensure quality leads
- Hand-on experience in handling web analytics like Google Analytics, Google Webmaster Tools.
- Generating weekly and monthly client reporting for all major metrics, goals tracking, revenue tracking, and other paid search initiatives.
- Making On-Page Proposals for Clients and Stake Holders. Managing Client's website as well as preparing Competitor's Analysis Reports.

PROFESSIONAL ACHIEVEMENTS -

- Received Star Performance Certification and Awards from clients at Infosys.
- I have optimized internet marketing campaigns of 60+ websites and have got handful experiences on site covering 200 pages.
- Attained 1st – 5th Position for 80% of Clients
- I have managed PPC Campaigns for 50+ world-wide clients and have achieved profit sales of \$2000 monthly.
- I have also managed social media campaigns of major clients since 2012 like Dragon Sourcing, Jesus' Sacred Heart School and many more advertising companies.
- I was one of the major Adwords Campaign Consultants for a Large Scale E-commerce Site in USA.

PROFESSIONAL AWARDS AND CERTIFICATIONS -

Received SPOT AWARD for Excellent Work and Dedication at Infosys, Chennai.



EDUCATIONAL QUALIFICATIONS

I have completed my Graduation (B.Sc in Applied Computer Science) from University of Calcutta.

Examination	University	College	Stream	Marks	Year of Passing
B.Sc	Calcutta University	Loreto College	Applied Computer Science	58%	2011

Academic Projects Undertaken -

1) Library Management System – Developed a web portal to assist readers to book reading materials in library online.

Duration: 7 months

Programming Language: C#

Software Tool: Visual Basic 6.0

RDBMS: Microsoft SQL Server 2005

2) Industrial Training – Successfully Completed Networking Course from HCL, Kolkata.

Duration: 6 months

I have completed my Schooling from ST. XAVIERS' INSTITUTION

Examination	Board	School	Grades	Year of Passing
Indian School Certificate (ISC) (12 th STANDARD)	Delhi Board	ST.XAVIERS' INSTITUTION	75%	2008
Indian Certificate of Secondary Education(ICSE) (10 th STANDARD)	Delhi Board	ST.XAVIERS' INSTITUTION	70%	2006

OTHER HONORS & AWARDS -

I have actively joined many social service organizations and have also participated in many programmes to hone my extra-curricular skills.

CERTIFICATE	PLACE	YEAR
RECEIVED A CERTIFICATE FOR COMPLETING A TWELVE HOURS SOCIAL SERVICE	ST. JOSEPH OLD AGE HOME(MOTHER TERESA) , KOLKATA	2010
RECEIVED A CERTIFICATE FOR VOLUNTEERING A CULTURAL PROGRAMME (SAMAGAM)	LORETO COLLEGE	2010
RECEIVED A CERTIFICATE ON ATTAINING A LECTURE ON WOMEN EDUCATION SYSTEM IN RURAL AREAS	LORETO COLLEGE	2010

SKILLS -

SEO	HTML
PPC	GIMP / Photoshop
SMM/SMM	CSS
Lead and Traffic Generation	Wordpress
Website & Conversion Analysis	Java / PHP / C / C++

LANGUAGE PROFICIECY -

- **ENGLISH**
- **HINDI**
- **BENGALI**

INTERESTS -

- **BLOGGING**
- **COOKING**
- **PLAYING KEYBOARD**