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**Permanent Address:**

Saradapally west, Post - Rahara

Kolkata-700118,India.

**Personal Details:**

**Birth day:** 06th Sep 1988**Nationality:** Indian

**Religion:** Hindu

**Marital status**: Single

**Languages Known:**

English, Bengali, Hindi.

**Personal Strength:**

* Self-confidence.
* Quick learner.
* Good team player.

**AMIT BANERJEE**

MBA in MARKETING has 2+ years of experience in Marketing Field

Above the line marketing, Below the line marketing, market research , product development , pop handling , vendor handling , pop despatch , digital marketing , search engine optimization , social media marketing , ad wordcampaign, content optimization , Google analytics , webmaster tool handling etc. highly motivated and result driven professional utilizing enthusiasm and strong desire to learn, contribute and make a positive difference to the organization.

**Career Objective:**

To work in an organization where I can contribute to the organization’s growth and profitability with my skill and in turn get an opportunity to gain exposure and expertise that would.

**Career Summary:**

* **Club Astha Pvt Ltd- November’16 to till date.**
  + - Digital Marketing Executive.
* Shree Baidyanath ayurved bhawan pvt ltd**- Nov’15 to August’16.**
  + - Marketing executive (on line and off line).
* **Premier car world pvt Ltd. - Oct’14 to September’15.**
  + - Marketing executive (BTL).
* **Propello Innovation Pvt Ltd - August’14 to Oct’14.**
  + - Marketing Executive.
* **S.L.R.i. - July’13 to July’14.**
  + - marketing executive

**Area of Expertise:**

* .Digital Marketing
* Below the line marketing
* Above the line marketing.
* Market Research
* Product Development
* Vendor management

**Educational Qualifications:**

* MBA , P.T.U , 2013 , 71%
* B.B.A, W.B.U.T, 2011, , 57%
* Higher Secondary, W.B.C.H.S.E, 2007, Science, 46%
* Secondary, W.B.B.S.E, 2004, General, 60.75%

**Professional Training:**

* 6 Month training on Digital marketing From 7 BOATS ACADEMY.
* 3month.Certificate course In Information Technology (CITA)
* Certificate Course In Human Resource.
* Html CSS, Photoshop pursuing

**Internship :**

* **3 Month Internship on customer service management in BUSINESS ECONOMICS**

**Project :**

* **Digital marketing project on Bengal Speech & Hearing Pvt Ltd,Speech Plus,RENE INTERNATIONAL,Trav.co.in**
* **Project on brand image analysis on tooth paste**

**Project Details:**

* **Digital marketing project on Bengal Speech & Hearing Pvt Ltd:**

URL: http://www.bengalspeech.com/hearing-loss-causes-speech-disorder-in-children/

http://www.bengalspeech.com/pure-tone-audiometry-pta-treat-hearing-loss/

On Page: Blog Published,Title, Meta description, xml site Map Submission

Off page: Classifiedad, forum .Facebook review, comment, directory submission, bookmarking in diigo,stumbleuponetc.

* **Digital marketing project on RENE INTERNATIONAL**

**On page seo:title,Metadescription, key word research**

* **Digital marketing project on Speech Plus**

URL:http://speechplus.in/voice-disorder-facts-and-treatments/

http://speechplus.in/speech-disorder-in-children-facts-to-know/

http://www.classifiedads.com/health\_wellness-ad201945036.htm

https://www.facebook.com/permalink.php?story\_fbid=490931477780683&id=100005915058241

On Page: Blog Published,Title, Meta description, xml site Map Submission

Off page: Classifiedad, forum .Facebook review, comment, directory submission, bookmarking in diigo, stumbleuponetc.

* **Digital marketing project on Trav.co.in**

URL: www.trav.co.in

* **Project on brand Image Analysis on Tooth Past**

Market survey and collect data, subscription and deal with customer

**Organizational Experience:**

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| **Club Astha Pvt Ltd** |

**Designation: Digital Marketing Executive Location: Kolkata.**

**Responsibility:**

* TO look after all the Facebook and ad word marketing
* Handling Google analytics , webmaster tool
* Blog published , on page seo , off page seo
* Email marketing.
* Coordinate with the developer for seo friendly developing
* Keyword analysis – build keyword lists, analyze search volume and make recommendations
* Campaign bid management
* writing email newsletters

**Key Achievement:**

* Traffic Increase 5%.
* Conversion increase 2 %.
* App downloads increase.

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| **Shree Baidyanath ayurvedic pvt ltd** |

**Designation: marketing executive.**

**Location: Kolkata**

**Responsibility:**

* Social media campaign
  + SERP and display Ad word campaign
  + Keyword research
  + Content optimization
  + Email Marketing
  + Off page seo
  + Link Building
  + Btl activity.
  + Market Research.
* Trade Fair Organised
* Store-wise BTL activities
* merchandising

**Key Achievement:**

* Received appreciation from The Authority for my btl activity and I am given the responsibility social media marketing also

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| **Premier Car World Pvt Ltd** |

**Designation: BTL marketing executive Location:Kolkata**

**Responsibility:**

* + Develop and execute BTL campaigns
  + BTL activities to support ATL campaigns
  + visibility of the brand and promotions near the stores
  + Made POP material through vendor

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| **Propello Innovation Pvt Ltd -** |

**Designation: Btl Marketing Executive.Location: Kolkata**

**Responsibility:**

* BTL activity
* ATL activity.
* Trade Fair organised
* Made POP material through vendor.
* Despatch POP material.
* Site visit for choose on lit , back lit banner advertisement
* Merchandising shop.
* Assist and coordinate sales force

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| **S.L.R.I** |

**Designation: Marketing Executive Location: Kolkata**

**Responsibility:**

* Btl Activity
* Deal with various collage
* Made Pop material through vendor
* Collect student for organisation.

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I hereby declare that the information given above is true & correct to the best of my knowledge.

Date:

Place: Kolkata

(Signature)