KISHORE KUMAR BANERJEE

Digital Marketing Consultant

**Address:** Aparna Apartment Flat No.-2, 9 Harisava Math (Near Agradoot Club), Brahmapur, Kolkata- 700084 **Email:**banerjeekishorekumar1@gmail.com,| **Website** –www.kishorepoet.blogspot.com | **Mobile:**9088477079

**PERSONAL SUMMARY:**

Result driven Digital Marketing Consultant who consistently increase more market share and revenues growth by skillfully producing marketing strategy. Precisely target audience to ensure ROI is attained for each marketing initiatives. Contributing to the Sales. Leads and Business development sectors of digital advertising. Applying in depth industry understanding, marketing, branding and advertising strategy for the digital, online and social media spaces driving YOY increased growth, ROI and revenue.

**Career Objective:**

To achieve a high level position of Digital Marketing in your progressive work environment that permits me to develop my experience as Digital Marketing Consultant in Online Marketing department. To continue my career with an organization that will utilize my Team Management, Supervision & Administrative skills to benefit mutual growth and success.

**Highlighted Areas of Expertise:**

|  |  |  |
| --- | --- | --- |
| * Keyword Research And Analysis | * SEO (Search Engine Optimization) | * PPC Advertisements |
| * Social Media Networking | * Online Branding | * Lead Generation |
| * Market Research & Analysis | * Search Engine Marketing (SEM) | * YouTube Video Marketing |
| * Email Marketing | * Blogging | * Facebook Advertising |

**Professional Experiences:**

6 months- Digital Marketing Executive in VSPS Digital Pvt. Ltd., Kolkata  
1 year- Digital Marketing Executive in RAD365 Media, Kolkata

**Overall Purpose of the Job:**

To ensure standards delivery as per project specification and deliverables on time.

**Key Areas:**

* To be responsible for developing, executing and delivering the clients digital / online marketing strategy, planning and budget to include online, new media, web, e-commerce and SEO to drive the business forwards through key marketing channels.
* To be responsible for managing online branding, communications and campaigns through the clients website, email marketing, building the online community, attracting new.
* To be responsible for the smooth running and completion of projects across site builds, online advertising, social media, maximizing online sales opportunities and search marketing.
* To review the performance of all sites and for campaign reporting to ensure that revenue and costs per acquisition are managed and to ensure delivery of ROI
* To implement and monitor SEO and PPC strategy to drive traffic and conversion rates.
* To take responsibility for managing significant digital marketing projects ensuring that they are delivered within budget and scope.
* To work as part of a wider team to drive traffic to the website
* To work as part of a team to achieve the departmental standards.

**Education:**

* MBA from Brainware Business School (2012-2014)
* BSc. (Pure Science) from University Of Calcutta (2011)
* H.S from Salt Brook Academy (AHSEC) 2007
* Madhyamik from Vivekananda Kendra Vidyalaya (2005)

**Computer Skills:**   
Microsoft Word, Excel, PowerPoint, Microsoft Windows XP, Microsoft Windows7 XP.

**Certification:**

* Diploma in Information & Technology Application from YCTC, Kolkata (2012)
* Volunteer in 100th Indian Science Congress, Kolkata (2013)
* Advance Digital Marketing from Compete Infotech Academy, 2017

**Projects Undertaken:**

* Internship: 1 month summer internship program under Civilian Welfare Foundation, Kolkata
* Online Marketing Partner for Signor Study Circle, Sonari (<https://signorstudycircle.wordpress.com>)

**Personal Information:**

**Father Name:** Krishna Banerjee

**Date of Birth:** 31/05/1989

**Employment Status:** Full time

**Relationship Status:** Unmarried

**Languages Known:** Bengali, English and Hindi

Dated:

Signature: