**Name**:SUMANT GANGULI

**Email ID:** sumant.ganguly@gmail.com

**Contact No:** 8697193215

9836156109

**Career Objective:**

To make career in the field of **Digita**l **Marketing (SEO, PPC & Google Analytics)** in which I can improve my skills & knowledge that enables me to consistently exceed my personal and organizational goals.

**Academic Credentials:**

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| --- | --- | --- | --- | --- | --- |
| **Degree** | **Specialization** | **Year Of Passing** | **Institution** | **University / Board** | **%** |
| MBA | Marketing, IT | 2014 | Babu Banarasi Das National Institute of technology and Management | UPTU | 62 |
| BSc | Mathematics | 2012 | Banaras Hindu University | BHU | 52 |
| 10+2 | Science | 2007 | Kendriya Vidyalaya | CBSE | 67 |
| 10 | \_ | 2005 | Kendriya Vidyalaya | CBSE | 69 |

**Certifications:**

* **Digital Marketing Certification** from School of Digital Marketing, Pune

**Core Competences:**

|  |  |
| --- | --- |
| **Search Engine Optimization** | **On Page Activity**: Meta Tag Optimization, Image Optimization, 301 & 302 Redirection, Sitemap, Robots, 404 Error Removal, Short & Long tail Keywords, SEO Audit, In-depth Keywords Analysis, landing Page Optimization, SEO Specific HTML Tags, Content Analysis  **Off Page Activity**: Directory Submission, Press Release Submission, Article Submission, Comment Posting, Free Classified Submission, Social Bookmarking, Image Submission, local listing, business profile creation, citation, CSS/RSS submission etc.  **SEO Tools**: SEO Moz, Web trends, Google Analytics, Google Webmaster, Google AdWords |
| **Search Engine**  **Marketing (PPC)** | **Google PPC** (Search, Display Network, Mobile Ads-call action ads), Campaign Management, Branding Managements Keyword Analysis, Conversion Tracking, Re-Marketing, Managing Bid strategy, Generating Reports For Clients, Calculating ROI, Major focus on CPC, CTR & Avg.CPC, Quality score of Keywords, |
| **Google Analytics** | 1. Understanding and using Google Analytics data  2. Collecting actionable data with Google Analytics  3. Navigating Google Analytics reports  4. Navigating Conversions reports  5. Analyzing ABC Reports ( Acquisition, Behaviors, Conversion Reports) |

**Work Experiences: Current Organization**

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| --- | --- | --- |
| **Kothari Medical Centre, Kolkata** | **Digital Marketing Executive** | **5thOctober 2016 – till now** |
| * Online Brand Building * Online Reputation Management * Competitive analysis * Local SEO * Social Media Optimization * Search Engine Optimization * Search Engine Marketing(Adwords-PPC) * Google Analytics and Webmaster tool checking * Conversion tracking * Website Analysis * Facebook Ads | | |

**Work Experiences: Previous Organization**

|  |  |  |
| --- | --- | --- |
| **Webguru Infosystems, Kolkata** | **Digital Marketing Executive** | **6 April 2015 – 4th October 2016** |
| ***SEO:***  Job Responsibility***:***   * In-depth SEO Audit (backend) , In-depth Keywords Analysis * landing Page Optimization, SEO Specific HTML Tags * Content Analysis with the help of Location Specific Keywords * Competitor Analysis * XML sitemaps * Off page Submission: (Quality Link Building)   : Social bookmarking, Local Listing & Business Classified, Press Release & Newsletter, Comment Posting & Blog Commenting, Article Submission & Research Paper  ***Google Analytics:*** Job Responsibility***:***   * Understanding and using Google Analytics data (Monthly, Quarterly, Half yearly) * Collecting actionable data with Google Analytics * Navigating Google Analytics reports * Navigating Conversions reports * Analyzing ABC Reports ( Acquisition, Behaviors, Conversion Reports) * Sending clients All channels Acquisition traffics reports Monthly * Audiences Overview ( Demographics, interests, geographical, ) | | |

**Work Experiences: Previous Organization**

|  |  |  |
| --- | --- | --- |
| **School of Digital Marketing , Pune** | **Digital Marketing Executive** | **05th Sept 2014 – 08th May 2015** |

|  |
| --- |
| Job Responsibility**:**  *Digital / Web analytics & Internet Marketing (SEO & PPC):*   * Execute on-page and off-page strategies for SEO and online marketing (SEM, SEO, Google AdWords) * Analyze website traffic and provide insights into visitor behaviors, variation in website traffic, individual page ranks and hits. * Suggest changes / improvements in website structure, keywords, content in order to improve traffic * Proven track record of improving inbound traffic leveraging SEO techniques * Working on Brand developments, website Traffic Growth. * Create SEO Audit & In-depth Keywords Analysis * Implements online Marketing strategy & technique * Attends clients call & gathers clients requirements * Link Building for a websites. * Updating with SEO/PPC Latest Blog Eg: Search engine land, MOZ blog, Neil Patel Blog (Quicksprout) * Create Digital Marketing strategy for clients * Follow the Google latest algorithm such as Google panda 4.2, Hummingbird, Google penguin * Off Page Submission: Social Bookmarking, Article Submission, Blog commenting, Press Release, Search engine submission, Local listing, Free Classified |

**Extra Curricular Activities**

* Attended **Digital** **Marketing Conferences at 24ADP Pune Digital Marketers**

**Personal Details**

|  |  |
| --- | --- |
| **Date of Birth** | 18th May 1989 |
| **Gender** | Male |
| **Marital Status** | Single |
| **Hobbies** | Singing, Watching movies, gaming |
| **Nationality** | Indian |
| **Languages Known** | English, Hindi, |
| **Correspondence Address** | 389 Jadav Ghosh Road, Sarsuna, Kolkata - 700061 |

**Linkedin**: <https://in.linkedin.com/in/sumantganguli>

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**Declaration**

I hereby state that the above given information is true to the best of my knowledge.

Date:

Place: