Sayantani Banerjee  
Digital Media Marketing Executive

**Objective**  
  
Highly motivated and always aspiring to work in a dynamic environment which would help use data, knowledge to conceptualise and develop digital marketing strategies for clients.  
  
**Professional Expertise**Social Media Marketing | Campaign Strategy | Social Media Platforms (Facebook, Twitter, G+, LinkedIn, Instagram, Pinterest) | SEO

**Total Experience** 2 Year in Digital Media Marketing Field | 31/2 years in Advertising Field  
  
**Current status** Looking for a better opportunity to work as a Social Media Marketing Executive in an IT firm

**Professional journey**  
  
**1)  
Indus Net Technologies Pvt Ltd** (IT Firm) (December 2015 – May 2017) (1 year 5 months)  
**Post:** Executive in Digital Media Marketing Dept (Social Media)  
**Performed in areas of:**  
a) Assisting the Digital Marketing Manager with the development of new campaigns and activities to increase visibility for different projects on social media platforms.  
b) Managing day-to-day operations   
c) Conceptualizing the social content calendar, curating content  
d) Coordinating with the creative team, writing social updates when necessitated, planning promotions & contests, monitor and review the results, etc.   
e) Assisting in supporting digital branding activities social networks and maintaining monthly social media analytic reports.  
f) Assisting in Off-page & On-page SEO (Social Book Marking, Link Prism Building, Directory Submission, GWT Resolve, Reporting)  
**Projects handled:  
i.indivac.in** (Promoting Doorstep Vaccination Service online)  
**ii.ruchirealty.com** (Promoting realty estate project-Active Acres)  
**iii.guptabros.in**(Promoting their sweets and snacks products)  
**iii.onerajarhat.com**(Promoting realty estate project)  
**iv. startupbengl.in**(Promoting the services of Gov. of West Bengal that facilitates startups to access the various resources of the Startup Eco System available in the State)  
**and many more**

P.T.O.

**2)  
Fashion Ventures** (E-commerce Portal: fashionventuresportal.com)(March 15, 2015 - September 2015) (7 months) (Contractual)  
**Post:** SEO Analyst and Social Media Marketing Professional  
**Performed in areas of:** Website analysis | Search Engine Optimization | Social Media Marketing

**Previously worked as Visualizer-Copy Writer-Graphic Designer at**

**1)**  
**Decalogue Communications Pvt. Ltd.** (Advertising & Marketing Agency) (August 2013 January 2015) (1 year 6 months)  
**Post:** Sr Graphic Designer & Visualizer  
**Performed in areas of:** Visualization | Copy writing | Graphic Design Support  
  
**2)  
Sting Communications Pvt. Ltd.** (Advertising Agency) (October 2012 - March 2013) (6 months)  
**Post:** Graphic Designer  
**Performed in areas of:** Visualization | Graphic Design Support

**3)**  
**A Grinning Tree Production** (Design House)(March 2011-May 2012) (1 year 3 months)  
**Post:** Trainee Studio Worker  
**Performed in areas of:** Visualization | Graphic Design Support | Adaptation | Copy Writing  
  
**4)  
Bnet Technologies Pvt. Ltd.** (Web & Software Designing Company) (August 2010-February 2011) (7 months)  
**Post:** Trainee Web Designer  
**Performed in areas of:** Website Management | Graphic Design Support  
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**Education**  
 **Post Graduate in Economics** (60% marks) (Jadavpur University) 2003  
**Graduate in Economics (Hons)** (57% marks) (Calcutta University) 2001  
**Schooling from South Point School** (Higher Secondary & Madhyamik)

**Other Qualifications**

**Certificate in Digital Marketing** from Indus Net Academy, Kolkata in 2015  
**Certificate in Professional Web Designing** from Indus Net Academy, Kolkata in 2014 **Diploma in Commercial Art** from SwarSangam (A Birla Institute of Visual & Performing Arts), Kolkatain 2008  
**Certificate in Multimedia Content Creation** from School of Education Technology, Jadavpur University in 2004-2005 **Contact& Personal details  
  
Address:** Flat 3A, 37A Jadavpur Central Road, Kolkata 700032.  
**Email:** sayantani.b.mail@gmail.com  
**Mobile:** 9477286610 / 8902006719 / 9477865752  
**Date of Birth:** 12 February 1980  
  
I hereby declare that the above written particulars are true to the best of my knowledge and belief.

Sayantani Banerjee