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| **Sandip Ghosh**  Google AdWords & Microsoft adCenter certified internet marketing professional, SEO consultant, strategist and analyst. | *pp (1)* |

**Contact Info:**

Phone: 8759610621 / 8906475212

Email: sandip4office@gmail.com

**Achievements:**

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| **google-adward** | [Google Adwords Certified Professional (Search)](https://www.google.com/partners/?hl=en-US#i_profile;idtf=112858524658777793908;) |
| Accredited Professional Badge  gowebbo_log | [Microsoft adCenter Certified Professional](http://advertise.bingads.microsoft.com/en-us/training-accreditation-find-a-pro-directory?MemberID=ee61035b-d8cc-4a16-9871-f9f28fd641c7)  Best Entrant Award Certified by GO WEBBO. |
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**Subject Knowledge/Skills in Detail:**

**Pay Per Click Marketing**

**Campaign Analysis, Setup** – Comprehensive Keyword Research, Ad Group/Ad creation, Landing Page Optimization

**Account Management** – Conversion Analysis, Quality Score Analysis, Ad Optimization, Analyzing Visitors Behavior through Google Analytics

**Search Engine Optimization**

**Keyword Research** - Finding the best & most popular keywords according to the business/service, Segregation, Competition analysis etc.

**Onpage Optimization** - Content Optimization (density, relevance, weight etc...) - Anchor text insertion, Content addition/modification - keywords placement, Link Structure Development - Segregation, Meta Tag Creation, XML sitemap, robots etc.

**Offpage Optimization** - Link Building strategy development based on the hour allocation or budget, Contextual link building / guest blogging, Press Release Distribution, Profile setup/links using local B2B sites, Yellow pages, Business Directories etc., Article Submissions, Directory submissions, Social Bookmarking

**SEO Audit** – Website analysis, inbound link analysis from the SEO perspective as per the latest Google rank algorithm and guidelines  
  
**Social Media Marketing**

Account setup and management in Twitter, Facebook, LinkedIn, Google Plus etc. social channels.

**Email Marketing:**

Mailchimp account set up, Email shooting, Analytics.

**Academic Qualifications:**

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| **School** | **Location** | **Graduation Year** | **Course/ Board** | **Specialization / Intended Major** | **YGPA/%** |
| NSHM Business School, Kolkata | Kolkata | 2011 | PTU | MBA (Marketing) | 66.59% |
| B.I.M.S. | Burdwan | 2009 | BCA/Burdwan  University | Computer Application | 57.92% |
| A.G.Church School | Durgapur | 2006 | I.S.C.E | Science | 49% |
| St:Xavier’s School | Burdwan | 2003 | I.S.C.E |  | 71.33% |

**Experiences:**

* Has worked as Relationship Development Executive for 4 months in DLF Pramerica.
* Worked in Ultimate Digitization Solution for 4 months as Supervisor.
* Worked as a Intern in SERP Consultancy for 2 months.
* Worked as a Digital Marketing Executive for more than 1 year in GO WEBBO.
* Worked as Digital Marketing Executive in Zivanta Analytics for around 1 year.

**Personal Information:-**

**Date of Birth : -** 15th June 1985

**Nationality : -** Indian

**Martial Status : -** Single

**Dialect : -** Bengali

## Languages Known : - English, Hindi, Bengali