

Sanjukta Paul



Digital Marketer

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SUMMARY

A result-driven professional with versatile experience in Digital Marketing & Sales, Graphic Designing, and Video Editing, across Designing dept, Battery Industry, and Banking Sector. An ambitious and self-motivated individual seeking the role of digital marketer **(have completed Advanced Certification in Digital Marketing and Communication from up Grad x MICA)** to utilize my learnings, skills, knowledge, and experience in identifying trends, engaging users, measuring metrics, and increasing brand awareness through unique and innovative marketing strategies and campaigns.

As a digital marketing enthusiast adept at developing and implementing marketing strategies to advertise and promote products and services & demonstrated deep expertise in using digital marketing skills to build and nurture global brands and yield stellar results for all stakeholders. Skilled in communicating creative thinking and optimizing processes to increase the organization's overall efficiency. Proficient in coordinating with cross-functional teams to deliver projects within a stipulated time while ensuring optimum customer satisfaction.

KEY SKILLS

• Marketing Strategy Implementation • Process Optimization • Market Research • Strategic Sales & Marketing • Business Development & Growth • WordPress • UX & UI Design • SEO & Keyword Optimization • Content Writing • Content Strategy • Digital Marketing • Brand Visibility • SEM • Product Promotion • Email Marketing • Organic Search • PPC Campaign Management (Google Ads, Facebook) • User Engagement • Report Generation • Lead Generation • New product launches • Client Relationship Management • Social Media Marketing • Communication Skills • Graphic -Designing • Google Search console • Google Analytics and Sales funnel development • Affiliate Marketing • Influencer Marketing & Outreach • Market Intelligence • Revenue Generation • Training & Development • Team Building & Leadership • Report Generation

TECHNICAL SKILLS

• Facebook Ads • HubSpot • Google Ads • Hootsuite • Google Analytics • WordPress • Canva • Adobe Digital Edition

EDUCATION

Advanced Certification in Digital Marketing and Communications Sep '21 - Dec '22

MICA x upGrad Mumbai, IN

- **Course Modules:**
 - Fundamentals of Marketing | Digital Marketing Metrics and Channels | Designing and Building Web Presence
 - Social Media Marketing | Search Engine Optimizations (SEO) | Web Analytics | Defining a Robust Digital Marketing Strategy
 - Content Marketing Specializations | Marketing Data Identification and Collection | Marketing Communications
 - **Specialization: Branding & Communications | Social Media & Content Marketing | Public Relations | Marketing Analytics**
- **Top percentile of the DM 44 Batch - Basic Course (96%), Specialization (99%)**

Diploma in L4 Pro Broadband Designer (Multimedia) Apr '05 - Nov '06

ZEDCA (Zee Network - Zed Career Academy) Kolkata, IN

- Photoshop - v0.7 | Corel Draw - v0.12 | HTML | Front Page | Office XP | Macromedia Dream Weaver - v MX (Designing Part Only) | Gif Animator - v 0.4 | Premier Pro | Sound Forge - v 0.7 | Pinnacle Studio - v 0.7 | Media Studio Pro - v 0.9 | Win DVD | Director - v MX | Adobe After Effects v 0.5 | 3-D Studio Max (first Intro) | Concept of Maya.
- **Grade: 76%**

Master of Arts in English Literature Sep '04 - Dec '06

University of Rabindra Bharati Kolkata, IN

- **Grade - 54%**

KEY MARKETING PROJECTS

1. Protinex: Market opportunity analysis Segmenting, Positioning through Perceptual map and Branding,

Information: Launching Rs. 20 sachets to attract new consumers, Providing 10 to 20% extra, marketing it as an alternative to whey protein for non-gym people. Using a tagline - I am protein-ex, are you? Or "Could there be #SomethingMissing in your daily diet?" QR code on every pack of authentication and for a limited period Quiz with great reward. Cross-selling tactics by having related products shown on every product page on their website, upselling to entice a customer to buy more by providing value in bulk, and Email marketing strategy can increase its revenue.

2. Blog creation: Creating a travel blog <http://indiannomad.co.in/> using WordPress and Monster -Insight.

3. Facebook campaign: social media live project,

Information: Run an Awareness campaign with 2 ad sets - 4 ad copies to identify targeting parameters with Good CTR. With a very small budget and limited time, the campaign got to reach 38K plus with a click rate of 1K plus.

4. SEO On the Blog and Home pages: Both online and offline SEO were done through Yoast Plugins (Offline), Create Backlinks, Permalinks, Guest Blogs, Meta description, SEO title, and Slug all were done perfectly, and the online SEO score was perfectly done with seositecheckup.com - Kindly check the browser.

https://drive.google.com/file/d/1-UO32GU9w60pHsO4wESdLCMqyRr_Yo3E/view?usp=sharing

5. SEM / Display Ads Live project on the blog

Information: Promoting the above blog page with a common budget for both. Targeting Audience, choose keywords through Keyword planner, Semrush - performed exceptionally well by receiving 1K total clicks, and 10K+ Impressions with 12.73% CTR within 5 days.

6. Web analytics: Studying the project given on people's engagement on Google Store.

In-depth, study of various factors and segregated conclusion. Through my UA account of the blog analyzed and curated all the demographic, Audience report, and customer engagement report through different devices blog by blog, and channel report.

<https://drive.google.com/file/d/1qd3m6TNellEYAU-dzLcUGc3E5JnHshRt/view?usp=sharing>

7. Case studies and Capstone project on Uber (Integrated Marketing), DigiTag and Swiggy Case Studies (On branding),

Kidmedics & Savvyor Hospital Case Studies (On SMM), Ceat, Airbnb, Pet Grooming Case Studies (On PR), Teltek and

Marketing Live project (on Marketing Analytics) etc.: In-depth study of the product and services, doing a SWOT analysis and studying its competitors, and suggesting events and Channels, campaigns for increasing audience engagement.

<https://drive.google.com/file/d/1zX1R-dqBFuBan7-Aoi1CDcZnsQcm0ZH-/view?usp=sharing>

8. E-mail marketing: Used "GET RESPONSE" to perform the marketing task and received a 100% delivery rate with nearly 96% open rate and a 3% bounce rate.

PROFESSIONAL EXPERIENCE

Digital Marketing Manager

Sep '24 - Present

Minivet System LLP.

Kolkata, IN

Digital Marketing Strategist | Minivet System

Expert in SEO, Google Ads & Social Media Marketing | Driving Brand Growth & Lead Generation

Spearheaded **SEO, Social Media Marketing (SMM), and Google Ads** strategies for **Minivet System**, while also independently managing digital marketing and SEO projects for **Bhavani School, S.A Handicrafts, and Vineet Udyog Marble Group**, driving significant online visibility and business growth.

SEO Success:

- Optimized website structure and content, boosting **organic traffic by 50%** within six months.
- Increased **keyword visibility from 20% to 60%**, ranking in the **top 3 for 20+ industry-relevant keywords**.
- Developed high-quality, SEO-optimized blogs and landing pages, reducing bounce rates by **30%**.

Google Ads Excellence:

- Launched data-driven **Google Ad campaigns**, achieving a **35% increase in conversions** and a **25% lower CPA**.
- Designed highly targeted PPC strategies, boosting **click-through rates (CTR) to 8%**.
- Leveraged Google Analytics to refine campaigns, increasing **ROI by 40%**.

Social Media Growth:

- Executed high-impact **social media campaigns**, driving a **60% increase in engagement** and **45% growth in followers**.
- Designed compelling visual and video content, increasing brand recall and customer interaction.
- Implemented retargeting strategies, leading to a **30% boost in lead generation**.

Independent Digital Marketing Projects:

- Successfully managed **SEO and digital marketing strategies** for **Bhavani School, S.A Handicrafts, and Vineet Udyog Marble Group**.

- Enhanced **search engine rankings and lead generation**, improving their online presence and conversion rates.
- Developed and executed **tailored content, PPC, and social media strategies**, resulting in sustained digital growth.

Holistic Digital Strategy:

- Integrated **SEO, paid media, and content marketing**, ensuring a seamless **brand experience across platforms**.
- Improved website UX, increasing dwell time and **reducing cart abandonment rates by 25%**.
- Leveraged analytics tools for continuous optimization, ensuring sustained **growth in traffic, leads, and conversions**.

Check Out My Work On website: www.minivetsystem.com

My Digital Presentation: <https://tinyurl.com/yfnkx6yx>

Digital Marketing Manager

Apr '24 - Sep '24

BDG Group - Comfex

Kolkata, IN

Dynamic Digital Marketing Manager with a proven track record at BDG Group, a leader in the Manufacturing industry. Expert in strategic planning and technical execution, driving brand visibility and engagement. Accomplished Digital Marketing Manager at BDG Group, leading strategic planning and execution in the manufacturing industry for Metal TMT Bar, Mattress and Foams, Polypack, and Steel production.

Achievements:

- Designed and launched user-centric websites, enhancing user experience and brand image. Developed engaging, SEO-optimized content, resulting in a 40% increase in organic traffic.
- Boosted social media engagement by 50% and followers by 35% through effective platform management.
- Increased keyword visibility from 25% to 55%, securing top 3 rankings for 15+ industry keywords.
- Orchestrated successful ad campaigns on India Mart, Just Dial, Flipkart, Amazon, and Trade India, leading to a 40% rise in lead generation.
- Leveraged Google Analytics for data-driven decision-making, improving conversion rates by 20%.
- Directed personalized email marketing campaigns with a 25% open rate and a 15% click-through rate.
- Coordinated offline-online strategies, achieving consistent brand messaging and a 30% increase in product visibility, resulting in 20% sales growth. Managed influencer marketing in the CSR sector, enhancing brand credibility and reach.

Check Out My Work On website: (bdggoyalgroup.com)

My Digital Presentation: <https://shorturl.at/POICX>

Digital Marketing Manager

Feb '23 - Apr '24

Inland World Logistics

Kolkata, IN

Dynamic Digital Marketing Manager with a proven track record at Inland World Logistics, a leader in the logistics industry. Expert in strategic planning and technical execution, driving brand visibility and engagement.

Achievements:

- Positioned brand effectively, developed user personas, and identified competitors and target audience.
- Orchestrated integrated digital marketing strategies, including content creation and optimization.
- Led a team in executing impactful campaigns, optimizing Facebook, SEO & SEM efforts.
- Utilized Google Analytics for data-driven decision-making and campaign optimization.
- Crafted engaging content and optimized social media presence on Facebook and Instagram.
- Directed personalized email marketing campaigns, achieving high effectiveness.
- Increased keyword visibility from 23% to 50% and secured top 3 rankings for 10+ industry keywords through effective on-page SEO, backlink strategies and audits. [Track Logistics Shipments](#) | [Tracking Guide](#) | [Inland World Logistics](#)
- Weekly competitive analysis (backlinks, referring domains, traffic) to outrank competitors.
- 30+ weekly organic lead generation through blogs & marketing pages.

Check Out My Work ROI Report:<https://rb.gy/ctjr81>

My Digital Presentation: <https://rb.gy/m9yhx4>

Digital Marketing Executive

Sep '21 - Jan '23

Soft Skill Foundation

Kolkata, IN

Soft Skill Foundation is a group of digital marketing experts under the same roof. Creative in thought, technical in analysis, strategic in approach and specialized in the digital marketing, the Soft Skill Foundation team is a team of thinkers, doers and achievers. Here I work together as well as individually. Here I have some experiences on SEO Audit of different website (Among them [False Ceiling Contractors in Kolkata](#) | [False Ceiling Designer \(decorenterprise.com\)](#) ranked in no.1 position already, running

SMM Campaign, executing and optimizing SEM and Display ads, engaging user through drip marketing and content marketing, Match the user's journey with the objective of the campaign.

Achievements and Task:

- Responsible for Brand Positioning, Created User Persona, Identified Competitors and Target Audience Curated and executed with Integrated Digital Marketing Plan
- Content writing & Content optimization
- Managing Keyword research
- Managing Drip Marketing
- Influencer Marketing
- Directing SEO & SEM - Optimizing
- Managing Instagram page optimization
- Responsible for Email marketing
- Managing Optimization through Google Analytics

Blogging - Travel Blog

Sep '21 - Present

Indian Nomad - <http://indiannomad.co.in/>

Kolkata, IN

Here at the Indian Nomad Travel blog, I want to help travelers get the most out of their travels by sharing my travel experiences and encouraging them to go on their own adventures. The main attraction of my blogs is the pictures that depicts the essence of the destination's architecture, food, culture, and heritage.

Achievements and Task:

- Content writing & Content optimization
- SEO & SEM
- Keyword research
- Instagram page optimization
- Email marketing
- Google Analytics

Freelancing

Sep '21 - Present

Recipe of travel - Travel Blog - <https://recipeoftravel.com/>

Kolkata, IN

Nurtured from the seed of a single great idea - to empower the traveler – Recipe of Travel is an online Booking traveling website. Founded in the year 2019, Recipe of Travel came to life to empower the World traveler with instant bookings and comprehensive choices. The company initiated its journey serving the US-India travel market offering a range of best-value products and services powered by technology and round-the-clock customer support.

Achievements and Task:

- Affiliate Marketing
- Managed Facebook and Instagram Advertising
- Supervised SEO & SEM
- Organized Keyword research
- **Branding and Positioning**
- **Customer support**

Graphic Designer

Jan '11 - Mar '12

Visual Creation Software Pvt. Ltd

Jamshedpur, IN

Achievements and Task:

- Making Company Profile, updates, Jharkhand local news channels live updates, Brochure, Advertisement and Banner.
- Leading Created Innovative Web animation and Designing for Govt. website. Responsible for Assigned project and maintain the deadline.
- Worked as team Co Ordinator

Customer Relationship Manager

Apr '12 - Apr '15

DI Battery (Exide)

West Midnapore, IN

Achievements and Task:

- Worked as a Customer Relationship Manager in DI Battery (Exide) looking after Billing and Customer Handling, Data entry, all type of computer application, working in Tally for accounts, working as a trainer for newcomer.
- Knowledge of purchase and sales invoices, VAT, and Tax returns, quickly responds to the queries relating to invoices and servicing and payments.
- Composing quotation, Reports, and correspondence through E-Mail. Accurately typing information into computer database.
- Checking Purchase Invoices to delivery notes.

- Responsible for processing supplier invoices, raising orders, delivery dockets and receipts.
- Product Knowledge About-Exide Battery (Industrial, Home and VRLA, Automotive Sector), Inverter.
- Handling part of management of the company. Worked also as graphic designer for Ad, and handbill of the company.

Back Office Support

Feb '09 - Sep '10

ICICI Bank - Demat Account

Kolkata, IN

Achievements and Task:

- Worked with ICICI Bank Back-office support as a tele caller and Demat account opener.
- Supervising Customer Handling - Rich experience in administering key accounts for business development activities, managing client's expectations and ensuring maximum customer satisfaction for repeat & referral business.
- Directing Expertise in building & maintaining relationships with various clients and establishing and convinced them to open the Demat account on the branch.

ADDITIONAL INFORMATION

- **Languages:** English (fluent), Bengali(fluent), Hindi (fluent).