

SANJIT KUMAR MOHAPATRA
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CAREER OBJECTIVES

To work for an organization which provides me the opportunities to improve my skills and knowledge to growth along with the organization objective.

Experience

1. Currently working with **Withum** as a **Senior Digital Marketing Coordinator**, to optimize product pages of our website. Primary Job roles include increase page performance and the conversion rate using multiple tools & strategy. Monitor user journey, A/B test, analytics and report creation. Also, using marketing automation tools like Marketo for generating leads & nurturing customers.
2. Worked with leading finance company **Refinitiv** from September 2019 to September 2021, as a **Web Marketer** for multiple websites to increase overall web page performance & lead generation. Authoring in **AEM 6.5** & older version platforms for stack holders. Maintain all SEO standards & major tools for website errors. Regular regression testing & closely working with other teams for A/B testing in adobe target, Marketo & content studio team as well. Also, experience with project management tools like Jira & tableau for report creation.
3. Was working in **Outcome** as **Digital marketing Consultant from** (September 2018 – September 2019). It's a marketing agency providing various solutions for companies. MyJob is to generating leads using automation tools (Marketo, Infusionsoft and Gamoga), Generate landing pages, A/B testing, SEO, maintain client websites (CMS), handling PPC campaigns, social media and end-to-end digital marketing campaigns for various clients. Creating reports of campaigns.
4. Worked in a **B2B Digital marketing** company from 1.08 (septmember-2016 to may-2018) Years as **Digital marketing specialist** in **Trueinfluence**. It's a B2B company having client *IBM, CEB, DELL, IDC, adobe, Sprinkler* etc. We are doing the **onlinelead generation** for these companies through *email automation marketing tools, Adword, preview links, paid Social media marketing, deck and* Running and managing Campaigns, creating landing pages containing Asset, Abstract, CTA, image, Landing pages using HTML, CSS, JavaScript and photo editor and delivered through E-mail campaigning and uploading LTD.

Keywords: **AEM authoring**, Online Lead Generation, Marketo, Marketing automation tools, preview links, decks, LTD, e-mail marketing, SEO, social media marketing, word press, Maintain brands, web designing, SEO, Google AdWord, Html, css, Java script, wordpress, creating campaigns, landing pages, Photoshop, display marketing.

EDUCATIONQUALIFICATION:

DEGREE/ CERTIFICATE	SCHOOL/COLLEGE	BOARD/UNIVERSITY	YEAR OF PASSING
Digital Strategy & Analytics	IIM, Rohtak	Indian Institute of Management	2022
B.Tech	Orissa Engineering College, Bhubaneswar	BPUT	2016
12th	Vivekananda institute of technology, Bbsr	CHSE	2012
10th	Banadurga High school, Mayurbhanj	BSE	2010

EXTRA CURRICULAR ACTIVITIES

- Received 6 prizes in drawing competition in district level.
- Participate in 7 district and state level science exhibition.
- Got first prizes in AutoCAD in college.
- Playing district level tennis.

HOBBIES/INTEREST

- Playing counterstrike.
- Riding bike.
- Blogging
- Playing chess.

Personal Details

DOB:19th April 1995

Languages Known: English,Hindi &Odia

Permanent Address:Ward no-13, Palbani, Baripada,Mayurbhanj,odisha, Pin-757001

Current address:Kumbha Lake City-4, Lake City, Kodichikkanahalli,Bangalore.

Date:

Place:

Signature