



SHIBASISH MOHAPATRA

Digital growth specialist & content strategist



mshiv7915@gmail.com



+91 8217528680



Bengaluru, KA 560017



[Bold Profile](#)

EDUCATION

High School Diploma
KIIT University (SCTE&VT),
Bhubaneswar
January 2006 - March 2009

PGDCA, Computer Application
Kalinga Bikash Computers
(Orissa Govt. Afiliated),
Odisha
January 2011 - January 2012

A+ N+, Computer Networking
And Telecommunications
Softlogic Academy, Chennai
January 2013 - December 2013

Some College (No Degree),
Cisco Certification
Softlogic Academy, Chennai
January 2013 - December 2013

BBA, Marketing
Swami Vivekanand Subharti
University, Meerut, India
March 2022 - March 2024

Master of Computer
Applications, Generative AI &
Data Science
Jain University, Bengaluru,
India
Expected in 2027

PROFESSIONAL SUMMARY

Data-driven digital growth strategist with over 11 years of experience in developing impactful marketing strategies and performance marketing initiatives for B2B, B2C & SaaS. Proficient in utilizing advanced analytics tools such as Power BI and Google Looker Studio to create insightful dashboard reports that drive decision-making and optimize campaign performance. Skilled in leveraging data analysis to enhance customer acquisition and retention, maximizing online visibility and lead conversion rates.

WORK HISTORY

June 2024 - Current

Remunance Services Pvt Ltd - Digital Marketing Manager, Bengaluru, India

- Driving digital **growth** for Life Beyond Numbers – Australia, which is into multiple financial services B2B & B2C.
- **Optimized Ad Performance:** Managed Google Ads budgets from AUD 600 to 12,000/month per ad, delivering ~3.3% CTR, ~AUD 1.9 CPC, and ~AUD 12 per conversion.
- **ROI Boosting Strategies:** Increased ROI by 35% through strategic optimizations and advanced tracking with Google Tags and call conversions.
- **Traffic & Lead Growth:** Enhanced web traffic and lead generation with targeted email campaigns and SEO strategies.
- **Precision Tracking Setup:** Streamlined campaign performance with Google Tags, triggers, and call tracking for data-driven optimizations.

October 2023 - May 2024

Samyakk.com - Fashion & Apparel - Social Media Specialist, Bengaluru, India

- **Global Campaigns:** Managed ₹1.2 lakh budget Google Ads for India, UAE, Australia, and New Zealand, achieving ₹250-₹300 CPM with region-specific strategies. Samyakk thrives in B2C fashion industry since 1992.
- **Brand Visibility:** Drove 8M+ impressions on a ₹50,000 budget for summer bridal collections, enhancing engagement and brand awareness.
- **Data Analytics & Insights:** Leveraged Power BI for SKU-level analysis, uncovering product performance trends, optimizing stock allocation, and driving data-informed marketing strategies.
- **Content & Campaign Management:** Created and managed social media calendars, email campaigns (Netcore), and website updates, ensuring seamless execution.
- **Data-Driven Marketing Expertise:** Data-driven marketer with expertise in analyzing consumer behavior and campaign performance, leveraging data visualization to communicate insights and drive data-informed decisions for budgeting and marketing strategy.

January 2023 - August 2023

DRSTi Communication - OOH Branding - Digital Marketing Manager, Bangalore, India

- Revamped **drSTi online.com** and **drSTi-oooh communication** website and have successfully created a landing page for B2B **events, activations, and flea markets** by leveraging new technology and focusing on user experience.
- **Ad Campaign Management:** Managed a ₹50,000 monthly budget for Google Responsive Search Ads, achieving ₹100–₹110 CPL and boosting customer acquisition.
- **Website Revamp & Ads:** Launched LinkedIn ads for OOH services (B2B) to enhance brand visibility. Bagged **Kotak Mahindra, Sleepy Owl, TVS Ronin, GIVA & Mellora** brand accounts for OOH & experiential branding.
- **Traffic & SEO Growth:** Increased website traffic by 30% through UX improvements and effective SEO strategies.

August 2022 - December 2022

Bullsmart - Fintech - Social Media Manager, Bangalore, India

- **Audience Growth:** Increased YouTube subscribers by 1,000+ and Instagram followers by 20% in 3 months, boosting engagement by 30% with targeted content strategies.
- **Content Creation:** Developed engaging social media and YouTube content, including mood boards (concept themes, visual styles), scriptwriting, and storytelling, driving higher audience retention.
- **Campaign Analytics:** Managed a ₹50,000 monthly UAC budget with ₹50–₹55 CPI and ₹300 CPM, tracking and optimizing performance through Google Analytics, Looker Studio, and Hootsuite.
- **Performance Analysis:** Used tools like YouTube Studio, Meta Business Suite, and Zoho Social to analyze trends and implement data-driven improvements, achieving measurable ROI.
- **Team Management:** Led a 7-member team for SEO and content creation on YouTube and Instagram, streamlining workflows with structured calendars via Zoho Projects.

September 2021 - July 2022

Exogen - IoT & FMS - Digital Marketing Manager, Bangalore, India

- Generated **leads** for exozenfms.com such as **Mouser Electronics, HighGates Hotel, and South United Football Club.**
- Secured **IoT** accounts for the Water Meter Project with **Adithya Birla Fashion Retail Limited, Nikoo Homes, and Purvankara Palm Beach.**
- Attained a **70k organic reach on the Facebook page** without utilizing paid advertising and consistently published **2 -4 blog posts each month**
- Drove a **30% increase in monthly web traffic**

November 2019 - July 2021

Graffiti Collaborative - Branding Agency - Business Op & Social Media Marketing, Bangalore, India

- **Social Media & SEO:** Developed and executed tailored social media strategies, managed content creation and scheduling, and performed off-page SEO activities like backlink creation to improve brand visibility and engagement.
- **Campaign Management & Analytics:** Launched and optimized short-term and long-term paid advertising campaigns on Facebook and Google. Ensured high ROI through continuous monitoring, budget adjustments, and performance analysis using tools like Hootsuite, Google Analytics, Facebook Ads Manager, and SEMrush.
- **Client Management:** Managed relationships for brands like Wonderla, Uable, Urban Kissan, Inito, UrbanClap, Urban Ladder, Cloud Nine Hospital, and Ixigo. Addressed client inquiries, assessed needs, resolved issues, and conducted account reviews to ensure satisfaction and growth. Handled Glamourental, Fizzy Wear & KidRock fashion accounts of USA.

August 2019 - November 2019

Pragati BioCare - Pharmaceutical - Project Manager, Bangalore, India

- Developed and delivered training programs for staff members to build their skills in digital curation techniques, tools, and best practices.
- Aligned project goals with organization's overall strategic vision, ensuring that all initiatives contributed meaningfully towards long-term success.
- Tool used are **Zoho (CRM, Social Media, Projects) & MailChimp**.

July 2018 - August 2019

Ace India Office Solutions Pvt. Ltd. - Operations Manager, Bangalore, India

- Managed a team of 17, overseeing hiring, training, led daily operations, marketing campaigns, and team management for Mysore and Bangalore branch.
- Optimized campaigns with CRM tools, A/B testing, and SEO strategies, increasing organic traffic by 15%.
- Executed paid search campaigns with a monthly budget of ₹2,00,000, achieving a CPL of ₹250 and generating ~120 queries monthly. Launched Google Display campaigns with a budget of ₹50,000 for brand awareness, reaching over 1.2 million impressions.

November 2016 - July 2018

Roofandfloor.com - Senior Executive- Operations, Bengaluru, India

- Initiated the **onboarding process** for new **builder accounts**.
- Effectively addressed and resolved **customer support tickets**. JIRA Tool used.
- Developed proficiency in various SEO tools such as **SEMrush**, Ahrefs, **Moz**, and **Screaming Frog**, allowing for more accurate data analysis and informed decision-making throughout the internship.

November 2015 - November 2016

Kiara Innovation - Business Solutions Provider - Operations Executive, Bangalore, India

- Executed Google Ads and email campaigns to generate high-quality leads for B2B clients, including CISCO and Impelsys.
- Developed strong relationships with key clients, resulting in increased repeat business and long-term partnerships.

August 2014 - October 2015

CommonFloor.com - Research Associate, Bengaluru, India

- Performed primary qualitative research, examined research data for quality assurance, and extracted valuable data insights and conducted company profiling
- Gathered, arranged, and corrected research data to create representative graphs and charts highlighting results for presentations.

February 2013 - August 2014

RealtyCompass.com - Research Executive, Bangalore, India

- Conducted **research** and collected **data**, ensuring its validation, and then shared valuable insights and verified the data's quality.
- Daily Facebook posts and coordinate with Operation teams for Events, Project Launch & Feedback collection from Buyers.

CERTIFICATIONS

June 2023

Advanced PPC, Simplilearn

January 2023

Project Management, LinkedIn (Career Goal)

November 2022

Advanced SMM, LinkedIn (Career Goal)

February 2023

Advanced SEO LinkedIn (Career Goal)

October 2024

Data Analytics, Coder Range

SKILLS

Digital Growth Strategy



Market analysis



Google analytics & Looker Studio
Reporting



Content Strategy



Budget planning and allocation



Social media analytics



Predictive analytics



Pricing strategy (Cost/Profit) analysis



SEO tools proficiency

