

Sudip Roy

Strategic Digital Marketing & Analytics, IIM Rohtak

Manage the entire spectrum of Digital Marketing activities like developing Digital Marketing strategy /SEO/ PPC (online bidding)/ SEM/ SMO / SMM / E-mail Marketing; targeting senior-level assignments with an organization of repute

Location Preference: Kolkata

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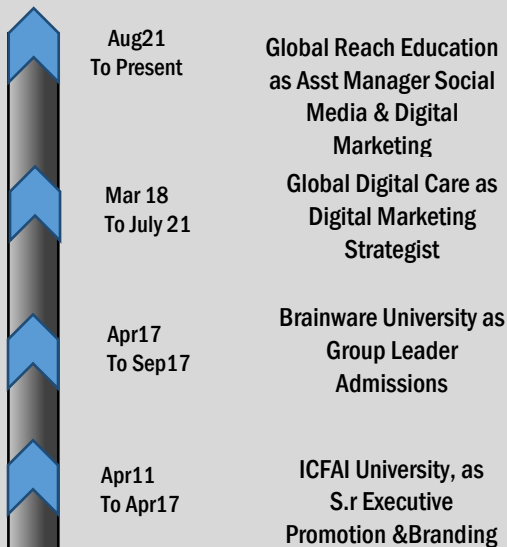
CORE COMPETENCIES

- Strategic Digital Marketing Planning
- Social Media Campaigning
- Education Marketing & Sales
- Public & Media Relations
- Affiliate Marketing
- Email Marketing
- Event Management
- Marketing Budgeting & Forecasting
- Product Development & Design
- Direct Client Handling
- Team & Leadership Management

SOFT SKILLS

- Collaborator
- Communicator
- Leader
- Change Agent

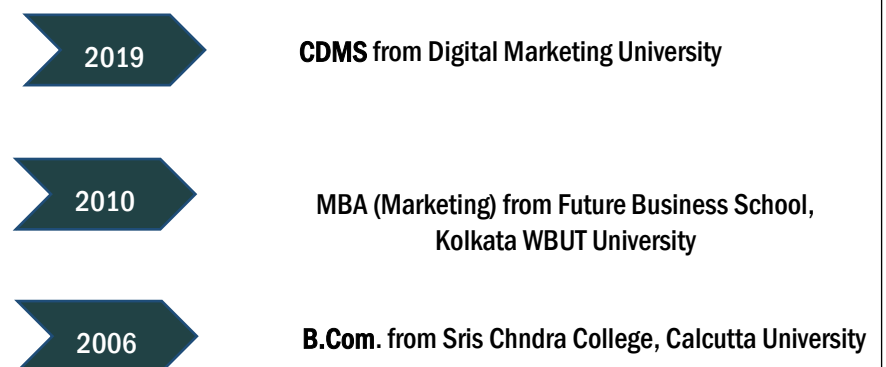
Career Timeline



PROFILE SUMMARY

- Dedicated professional with nearly 10+ years of rich experience in Education & IT industry, out of which gained 5+ years of experience in Education Marketing & Sales , driving strategic Digital Marketing initiatives and expertise in ROI & conversion driven campaigns. Gained expertise in using social media platforms like Facebook, Instagram, Twitter, Pinterest, LinkedIn and so on
- Possess experience that reflects year-on-year success in achieving business growth by through the conceptualization of innovative marketing strategies for maximizing the competitive strength for long-term success
- Provided the help to the Organization in designing, analyzing, requirement gathering of website/ application and let them know the advantage of developing the same as per the given suggestion
- Proven track record of devising web-marketing strategies that have elevated brands from relative obscurity, forging strategic alliances, driving revenue and growing profits in competitive markets
- Expertise in managing Branding, PR, Web & print content development, designing & promoting website and sales promotion, Successfully managed Online Advertisement in different Social Media and Search Engine platform and generate leads
- Organized and Attend various Business Seminar & Workshop both online and offline
- Expert Planner & Business Strategist: Implemented measurable marketing strategies that realized revenue goals and increased awareness by showcasing the brand in most differentiated ways
- Excellence in analyzing market trends, competitor positions & economic factors to develop key programs for organization and facilitating closure of deals developed a creative vision and marketing platform for transforming a nascent brand into a leading one through market/ competitor analysis, strategic planning and creating effective brand architecture
- Received 4 Consecutive PAN India Performance (Year-wise) Award & 8 Regional performance Award from ICFAI University
- Invited as Guest Lecturer on Digital Marketing (Both mode in online and Offline)
- Strong leader with excellent motivational skills to sustain growth

PROFILE SUMMARY



CERTIFICATIONS

- Certification in Digital Marketing Strategy , Digital Marketing University
- E-Marketing Institute Certified
- Google AdWords Certified
- Google Analytics Certified
- Cambridge Marketing College on Modern and International Marketing

WORK EXPERIENCE

Aug'2021-Present with Global Reach Education Services Pvt Ltd.

❖ Conduct DM Analytics & Brainstorming Session for SM Team

- Present various kinds of DM data analytics & Report in front of the Management as well as SM team.
- Discuss competitor analysis , contents and others strategies
- Qualities of leads and better Segmentations Analysis

❖ Campaign Management

- Create, design and manage budget for campaigns.
- Set ups campaigns at Facebook, Instagram , LinkedIn & Google for Lead Generation , Branding & Awareness, Messenger actions , App install
- Create an online education exhibition each month to promote studies abroad for Indian students.

❖ Content Marketing & Creative Design Strategies

- Create and conduct weekly strategies for marketing content.
- Co-ordinate with the content and design team on social media post.

❖ Social Media Handling

- End to end management for all social media handles of PSA.
- Conduct verity of Social Media Live sessions through zoom webinar.
- Collaborating with influencers on social media to increase brand awareness of PSA.

❖ Website Analytics & S.E.O

- Monitor the changes that occur daily in the audience of PSA and acquisition as well as behaviour.
- Develop and Research on-page/ off-page SEO related things using various website analytics tools.
- Co-ordinate with the IT Team for on-page SEO related content and other web related modifications.
- Conduct keyword analysis on monthly basis then work to improve its position in line with the set goal.

Mar18 to July'21 with Global Digital Care – (Digital Marketing Agencies & Training)

- Successfully managing the entire gamut of Digital Marketing Planning and Strategy, Research and Development, content Development & Creation, Web Analysis & Reporting, Paid Campaign Nurture for Web & Apps, Product Development and Testing and Vendor Management
- Developing Digital Marketing Planning and Strategy building; creating a proper plan to promote a business to the target audience at minimum cost for more than 10 separate businesses
- Managing Research and Development and Presentation; finding out the where to create campaigns, which are the best possible online tools to get best possible ROI; supervising competitive analysis how the competitors are gradually getting success in the markets
- Creating and refining social media profiles to enhance client acquisition, customer service and PR efforts on the web; Effectuating E-business platforms, driving digital engagement and enhancing BTL marketing activity through social media
- Leading the operational procedures for digital platforms, social media and driving online presence; managing SEO, SEM and related product/brand engagement; collaborating with creative agencies, service providers, in-house digital team for BTL marketing resources to develop effective campaigns and brand presence
- Developing strong market knowledge of existing & potential clients and ensuring that business growth opportunities are aligned to company's strategic plans
- Executing content initiatives to launch blogs, image & video content and social media profiles in order to generate thought leadership and significant inbound marketing results
- Directing digital marketing & analytics plans using marketing strategies involving SEM, SEO, banners, flash ads, display prospecting & retargeting, content & social and affiliate media leading towards lead generation for business while ensuring cost per visit, high lead generation and high conversion rate
- Training company staff, Business Owners & Students on using social media tools and technologies; setting up internal processes to manage social media activity across multiple departments; analyzing keywords and Google Analytics, conducting competitive analysis to identify improvements as well as increase visibility and rankings

Apr15 to Sep17 ICFAI & Brainware University - as Sr. Executive & Group Leader at Digital Domain

- Successfully managed Social Media Optimization (SMO) and Search Engine Optimization (SEO), Content Marketing Strategy, Facebook Campaign, Email Marketing & Retargeting Campaign, Lead Generation from different platform and so on
- Developing Digital Marketing Planning and Strategy building; creating a proper plan to promote a business to the target audience at minimum cost
- Directed print content development, Search Engine Provider Vendor Management, Keyword Analysis, E-Mail Marketing
- Responsible for handling local Search Engine such as, Sulekha , Just dial , Siksha , College dunia
 - a. On-Page- Keyword Analysis, Content Marketing, Regular updating of Google Local
 - b. OFF-Page- Link Building, Article Posting, Social Media Bookmarking and Blog Posting
- Managed SMO by:
 - a. Organic Campaign Running for Awareness and Lead Generation
 - b. Online Client Review build up with appropriate strategy with placement

PREVIOUS EXPERIENCE

- Jul'10 – Feb'11 with The British Institute, Salt Lake Branch as – Centre Manager
- Apr'11-Apr'17 with ICFAI University as – Sr Marketing Executive
- May 17-Sep 17 with Brainware University as Group Leader
- Oct'17 –, Feb'18 with ATA Infotech Pvt Ltd SaltLake as Business Development Manager

IT SKILLS

- Third Party Tools: SEMRush, Ahrefs, MOZ, S.E.O site check, Google Analytics , CRM (Uniagent)
- Applications: Microsoft Office Applications (Word, Excel, PowerPoint), Image Editing Software (Canva, Postermywall, Photoshop)

PERSONAL DETAILS

Date of Birth: 8 th October 1983

Marital Status: Married

Permanent Address: Bd-19, Desh Bandhu Nagar, Saha Para, Baguiati , Kolkata-700059

Languages Known: Bengali, English & Hindi

Ownership of Vehicles: Both Two & Four Wheeler

Ownership of Laptop: Yes

Passport Status: Available & valid upto 2027

Hobbies & Interest: Playing Guitar & Bodybuilding