

BISWARUP BHATTACHARJEE

Digital Marketing Executive

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EDUCATION

INSTITUTE OF MANAGEMENT TECHNOLOGY (IMT) CDL

PGDM, Marketing

Ghaziabad
Sep 2023 - Present

SGND KHALSA COLLEGE, DELHI UNIVERSITY

Bachelor of Commerce

New Delhi
August 2018 - June 2021

- Graduated with First Division

BRAHMANANDA PUBLIC SCHOOL

CBSE Class - 12 (Commerce with Maths)

Noida
May 2017 - April 2018

- Secured 88 Percentage in CBSE Boards Exams

WORK EXPERIENCE

VALUECODERS SERVICES PVT LTD (A Vinove company)

Online Marketing Associate

Noida
Nov 2023 – Present

- **Content Marketing and SEO:** Successfully executed content marketing strategies, resulting in a 38% increase in domain authority from 38 to 48.
- **Social Media Management:** Spearheaded targeted social media campaigns, doubling page follower growth since joining. Leveraged organic social media marketing to drive a 322% increase in website traffic in Q2. Achieved a 7% engagement rate with 20,236 total impressions.
- **Influencer Marketing:** Collaborated with influencers to expand brand reach and drive engagement.
- **Paid Media:** Executed a comprehensive strategy for paid media, optimizing advertising budgets and reallocating resources to high-performing channels; achieved a 28% reduction in cost-per-acquisition while maintaining a steady flow of qualified leads.
- **Analytics and Reporting:** Proactively monitored and analyzed marketing performance metrics to identify trends and inform data-driven decision-making.
- **Brand Management and ORM:** Contributed to the development and execution of brand strategy, ensuring consistent messaging across all channels. Actively managed online reputation, addressing customer concerns and maintaining a positive brand image.

IMPACTQA SERVICES PVT LTD (US-based software testing company)

Social Media and Content Marketing Executive

NSEZ, Noida
Dec 2021 – Oct 2023

- **Content Creation:** Produced a wide range of high-quality content, including website blogs, 3rd party articles, whitepapers, newsletters, email marketing campaigns, webinar scripts, and exhibition materials. Optimized content for SEO to drive organic traffic and engagement.
- **Email Marketing:** Managed and executed effective email marketing campaigns using Mailchimp. Created visually appealing email templates with custom designs using Canva. Successfully targeted audiences and drove engagement through personalized content.
- **Content Marketing & Social Media:** Developed and executed effective content marketing strategies across multiple platforms, including social media. Achieved a 15% quarterly follower growth on LinkedIn and a 41% increase in brand awareness through consistent social media management and planning.
- **Online Reputation Management (ORM):** Successfully implemented ORM strategies to protect and enhance the company's online reputation. Effectively addressed negative feedback and monitored online conversations.

CERTIFICATIONS

- Google Analytics by Google
- SEMrush: Marketing Analysis - Where Theory Meets Practice
- HubSpot: Content Marketing
- Coursera: Excel Skills for Business, Building a Business Presence With Facebook Marketing
- Google: Fundamentals of Digital Marketing

SKILLS

- Social Media Optimization
- Cross-functional Collaboration
- Microsoft Suite
- Analytics & Reporting
- Graphic Design Tools (Adobe Express, Canva)
- Social Media Advertising
- Campaign Management
- Content Creation & Editing
- Basic CMS Experience (WordPress)

ACHIEVEMENTS

- Awarded the “**Upcoming Best Newcomer**” for excellent performance and dedication at ImpactQA Services.
- Generated 30+ MQLs in **Katalon’s Affiliate Marketing Program**, demonstrating commitment and dedication.