

DEBOJEET DAWN

ASSISTANT MANAGER (DIGITAL MARKETING)



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PROFILE

A professional with a demonstrated history of 5 years of experience in the field of marketing, and expertise in planning and managing marketing campaigns.

SKILLS

- SMM
- SMO
- SEO
- Google Ads
- Google Analytics
- Facebook Ads
- Data Analysis

EXPERIENCE

ASSISTANT MANAGER- DIGITAL MARKETING

Sahaj Retail Limited (July 2022 - Present)

- Formulating strategies to generate leads
- Maintain and monitor the ongoing company presence on social media.
- Launch optimized ad campaigns (Facebook, Google) to increase company brand awareness.
- Provide creative ideas for content marketing and articulate SEO for the website.
- Prepare online newsletters and promotional emails and channelize distribution through various channels.
- Work closely with designers to improve UX/UI.
- Compute performance of digital marketing efforts using a variety of web analytics tools (google analytics and WebTrends etc)

DIGITAL MARKETING EXECUTIVE

Techno India Group (July 2021-June 2022)

- Effectively plan and monitor the ongoing company presence on social media.
- Launch optimized online adverts through Google AdWords, Facebook, linked in, etc to increase company brand awareness and be actively involved in SEO efforts.
- Prepare online newsletters and promotional emails and organize their distribution through various channels, collaborate with designers to improve user experience
- Measure the performance of digital marketing efforts using a variety of web analytics tools (google analytics and WebTrends etc)
- Acquire insight into online marketing trends and keep strategies up to date.
- Maintain partnerships with media agencies and vendors.

AREA RETAIL SUPERVISOR

Vivo Communication Device Pvt.ltd (April 2017- Aug 2020)

Accountable for ensuring productivity of the area. Handling channel partners. Provide training on new product launches. Analyzing the market and provide with solutions to ensure productivity. Maintaining company guidelines and their linearity.

EDUCATION

PGPM/MBA (MARKETING)

Uniterworld School Of Business

2015 - 2017

ADVANCED DIGITAL MARKETING (CERTIFICATION PROGRAM)

Seven Boats Info-System Pvt. Ltd.

SEPT 2020 - APR 2021