



AMRIT DAS

My objective is to achieve success in every aspect of life including both professional and personal as well as to channel my educational skill in the ever-growing field of digital marketing by putting my best efforts and to work in the field of professional environment.

PERSONAL

- Name**
Amrit Das
- Address**
Sujatha Nilayam (#11), Rajashree Layout, 2nd Cross, Munnekolala, Marathahalli
560037 Bangalore
- Phone number**
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INTERESTS

- Individual Sports: Badminton, Bowling, Bike Riding
- Team Sports: Cricket
- Watching cricket and badminton matches TV
- Making new friends
- Listening music
- Exploring new places



WORK EXPERIENCE

Sep 2021 - Present

Digital Marketing Manager

InsidelIIM, Mumbai

- Develop and manage online marketing campaigns
- Manage and maintain the organization's website
- In-depth keyword research for both paid and free campaign
- Track the website traffic details on a regular basis through Google analytics and Alexa
- Monitor and maintain the organization's website presence in Google Search Console
- Capture web analytics data with Google Analytics
- Manage website content by using WordPress
- Competitor analysis to evaluate the competitor's strategies
- Google Ads for better conversion (Search and Video Ad)
- Working on the SMO and SEM to grow the organization's online presence
- Monitor the performance of the ads on a regular basis
- Use different SEO tools like SEMrush, Ahref, Moz, PageSpeed Insights, Screaming Frog, etc to check the performance of the website
- Optimize the YouTube title and description to get a better view rate
- YouTube keyword research to create highly targeted content for the audience

Jul 2019 - Jun 2021

Assistant Manager – Digital Marketing

BYJU'S, Bangalore

- Develop and manage digital marketing campaigns
- Manage and maintain the organization's website
- Run the technical and advanced on-page SEO audit
- Implement the on-page SEO checklists
- In-depth keyword research for product & service pages
- Track the website traffic details on a regular basis through Google analytics and Alexa
- Monitor and maintain the organization's website presence in Google Search Console
- Capture web analytics data with Google Analytics
- Manage website content by using WordPress
- Competitor analysis to evaluate the competitor's strategies
- Prepare in-depth and insightful custom reports to communicate key metrics and findings
- Create A/B or multivariate tests to improve user experience
- Use different SEO tools like SEMrush, Ahref, Moz, PageSpeed Insights, Screaming Frog, etc to check the performance of the website

Sep 2018 - May 2019

Digital Marketing Analyst

Stan Ventures, Bangalore

- Develop and manage digital marketing campaigns
- Manage and maintain the organization's website
- Run the technical and advanced on-page SEO audit
- Implement the on-page SEO checklists
- Doing SEO outreach for creating backlinks
- Managing different backlink strategies
- In-depth keyword research for product, service and blog pages

- Track the website traffic details on a regular basis through Google analytics and Alexa
- Monitor and maintain the organization's website presence in Google Search Console
- Capture web analytics data with Google Analytics
- Manage website content by using SEO friendly CMS like WordPress, Shopify, etc.
- Competitor analysis to evaluate the competitor's strategies
- Prepare in-depth and insightful custom reports to communicate key metrics and findings
- create A/B or multivariate tests to improve user experience and conversion
- Prepare marketing strategies and processes and recommend improvements
- Moving results from spreadsheet into data visualization software for clients to view
- Optimize the website according to latest Google algorithm update
- Use different SEO tools like SEMrush, Ahref, Moz, PageSpeed Insights, etc to check the backlinks as well as the performance of the website
- Review the new technologies and try to implement in digital marketing strategies
- Prepare weekly or monthly report by the help Google Analytics and Data Studio
- Edit and post videos, podcasts and audio content to online sites

Apr 2017 - Aug 2018

Digital Marketing Analyst

Digibook Technologies Pvt. Ltd., Bangalore

- Develop and manage digital marketing campaigns
- Oversee social media strategy
- Manage and maintain the organization's website
- Optimize and manage content for the website and social networking accounts such as Facebook, Instagram, G+ and Twitter
- Track and analyze website traffic flow and provide regular internal reports
- Run Email marketing campaigns
- Attain key performance indicators such as reducing the website bounce rate, improving conversion, increasing organic traffic
- Continually work on the SEO (Search Engine Optimization) of the website.
- Fix any errors or bugs in online content
- Monitor and maintain the organization's website presence in Google Search Console
- Edit and post videos, podcasts and audio content to online sites
- Create online banner adverts and oversee pay-per-click (PPC) ads management
- Managing online brand and product campaigns to raise brand awareness
- Improving the usability, design, content and conversion of the company website
- Evaluating customer research, market conditions and competitor's data
- Write copy for email marketing campaigns
- Review new technologies and keep the company at the forefront of developments in digital marketing

Nov 2016 - Apr 2017

Operations Associate

Intow Pvt. Ltd., Bangalore

- Implementing and communicating operational strategies and solutions in line with the company business plan
- Preparing CSV for the back-end upload of the products
- Doing Pre-launch campaigning
- Researching the best keywords using tools like Word Tracker, Keyword Discovery, Google Keyword Tools, etc. on 3 major factors Relevancy, Popularity and Compositeness
- Writing Meta title and Meta description for the website



Dec 2013 - Jul 2016

Sr. SEO Executive

C.B. Online Pvt. Ltd., Bhubaneswar

- My job profile includes the promotion of company websites through organic search engines like Google, Yahoo, Bing, etc.
- I was maintaining the health of the company's website and worked towards keeping the website most informative and easily available for both the audience searching it and related business on the web and also for the search engines.



EDUCATION AND QUALIFICATIONS



May 2008 - May 2012

The Bachelor of Technology (B. Tech)

DRIEMS, Cuttack



Apr 2005 - Mar 2007

Council of Higher Secondary Education (+ 2)

N.S.M City College, Cuttack



Feb 1999 - Mar 2005

Board of Secondary Education (10th)

Ravenshaw Collegiate School, Cuttack



SKILLS

SEO



SEM



SMM



Keyword Research



Project Management



Technical SEO



Link Building



Google Analytics



Search Console



Google Ads

