

**Around 15yrs of work experience in Business Data Analysis and Visualization, Digital / Social Media Strategy Planning for Brands and Marketing Consultancy +**  
**M.B.A.(ISM) (I.I.T.) + M.Tech + B.Tech**

**SUSHMITA SEN GUPTA**

E-mail : sushmita.skr@gmail.com, Mobile No : 9999573300

**CAREER OBJECTIVE**

To attain the acme of professionalism in a progressive company utilizing acquired skills and experience for innovation, higher performance, and achievement.

**ACADEMICS**

<i>Degree/ Year</i>	<i>University / Board</i>	<i>Institution</i>	<i>Grade/%</i>	<i>Division / Position</i>
MBA – 2004	I.S.M (IIT Dhanbad)	IIT Dhanbad	4.64 / 5	<b>2<sup>nd</sup> Position</b> in the University
M.Tech -2002	WBUAFSc, Kolkata	WBUAFSc, Kolkata	4 / 4	<b>1<sup>st</sup> Position</b> in the University
B.Tech – 2000	WBUAFSc, Kolkata	WBUAFSc, Kolkata	79.62%	<b>2<sup>nd</sup> Position</b> in the University
AISSCE -1996	CBSE, New Delhi	D.A.V.Model, Durgapur	83%	First Division
AISSE -1994	CBSE, New Delhi	D.A.V.Model , Durgapur	73.2%	First Division

-Executive program in **Digital Marketing and Analytics**- Indian School of Business (ISB), Hyderabad- Scored 100% marks

- Stukent marketing certification for **social media analytics** – Stukent + ISB

- Udemy certification from the course “**Masterclass about the Metaverse Technology & Investing**”

**PROFESSIONAL EXPERIENCE**

**Organization : Flexibeas Pvt. Ltd.( August 2020 onwards)**

**Position : Digital Marketing Consultant** (reporting to CMO/ CEO of Client)( Remote)

**Project 1:**

**Research and analysis, Brand positioning, and Growth through partnerships**

- Brand analysis based on segmentation, targeting, and positioning to identify the brand market fit
- Secondary research ( Data mining and web mining) to identify influencers and target audiences for marketing campaigns like SEMRush, Ahrefs, ComScore, Talkwalker, Buzz metrics, Radian6, Awario, Sprout social, Mention, Brand 24, etc.
- Social media listening to identify influencers, their touchpoints for conversation, and their messages
- Quantitative and Qualitative analysis of sources of data
- Visualisation of data for generating insights using various tools like Google Data Studio
- Creating marketing campaigns to reach out to the influencers
- Creating digital outreach campaigns through email marketing /social media to reach out to the prospects
- Helping the brand grow organically
- Laying the foundation of SEO using best practices of On-page and Off-page optimization

**Project 2:**

**Digital/ Social media analysis, Strategy planning, ABM, and Growth marketing**

- Enabling the social media business from scratch; helping in building a team for digital
- Laying the foundation for digital footprints
- Laying the foundation for content marketing
- Conducting social media listening to analyze the brand vis-a-vis the competition
- Creating SEO and SEM plans and executing them to enable visibility on Search engines
- Working knowledge of search engine optimizing tools like Google AdWords, overture, word tracker, keyword discovery, keyword analyzers, web analytics reporting tools like stat counter, google analytics, Adobe

Analytics, Facebook analytics, Twitter analytics, Instagram analytics, LinkedIn analytics and Digital analytics tools like SEMRush, AhRefs, ComScore, Ubersuggest, Talkwalker, Buzz metrics, Radian6 etc. to name a few

- Strategy planning and research for growth marketing
- Visualisation of data for generating insights using various tools like Google Data Studio
- Account-based Marketing for the client
- Creating listening posts and conversion maps to understand and analyze the market forces and influencers
- Social media advocacy, planning, and strategizing various social media-oriented marketing strategies and online tools after conducting competition analysis, web research, social media research, blog analysis, and forum studies
- Creating digital /social media footprints, based on web analytics results, in Face book, Twitter, LinkedIn, Instagram, etc. to name a few
- Creating campaigns for Organic and paid growth strategy
- Experience in working on briefing the agency on behalf of the client
- Managing the content marketing team with key messaging for blogs, articles, editorials, webpages, advertorials for various genres
- Handling brand growth and expansion strategy planning as an independent consultancy project
- Providing retention marketing strategies like email marketing, retargeting or CRM
- Creating the paid / PPC led campaigns on social media and Google AdWords

#### **Achievements:**

- *Enabling the entire Digital strategy planning and growth marketing for an AI-led SAAS venture(streamz.ai)*
- *Able to provide sizeable business to the B2C as well as B2B brands through Account-Based Marketing*
- *Enabling an SME in the luxury sector to position its brand in Social media and strategizing to grow to more than 10K Instagram followers(@indigrow)*

**Organization : Trivone Digital Services** (December 2017- July 2020)

**Position : Strategy planning and analytics lead** for digital/social media (Reporting to CEO)( Remote)

- Social Listening, Social health analysis (using various tools like Awario, Radian6, adobe analytics, etc)
- Establishing key analytics deliverables, generating insights, data visualization, storytelling through data
- Setting up of Analytics processes
- Drill down to specific problems and provide solutions based on web data
- Understand and gather business requirements for analytics data gathering, guiding the business on a collection of data and its best practice
- Co-ordinate with development teams on implementation of tracking solutions on both web and mobile
- Convert the business requirements into detailed analytics requirements that follow the defined tracking guidelines
- Creating digital /social media footprints leading to campaigns, based on web analytics results, in Face book, Twitter, LinkedIn, etc to name a few
- Managing digital footprints, generating leads, doing ORM and CRM online for brands like PFI (an NGO sponsored by Bill and Melinda Gates Foundation), AktivHealth (luxury healthcare player), Power2SMEs (handling Online branding for around 140 SMEs), Mpower (Mental health project of Mrs. Birla), Celebrity Reputation Management for Mrs. Neeraj Birla, Mahindra Susten, Intrigsys, Nowfloats ( now Reliance Tech)
- Managing properties of Trivone like CXO Today, Techtree, Channeltoday, Khelnama.com, etc
- Creating brand messaging strategy and content marketing strategy leading to a monthly or periodic content calendar

#### **Achievements at Trivone:**

- *Received honor and accolades for edutainment on national television by an NGO of global repute, working in the hinterlands of India for sanitation, family planning, and women empowerment.*
- *Received honor and accolades for work done for a luxury health care client in Delhi.*

**Organization : Ogilvy & Mather (O&M), Gurgaon (July 2007 onwards)**

**Position : Lead** for digital/social media research, analytics, brand strategy planning and business consultancy/ Founding member for Digital Influence Practice for Social @ Ogilvy in India (reporting to President India Operations)

- Laying the foundation for digital influence practice for Social @Ogilvy
- Growing the social media business from scratch to a profit centre; simultaneously helping in building a team for digital across all the offices of OPR in India

- Strategy planning and research for new business acquisition
- Strategy planning for brand's market entry, brownfield or greenfield expansion, and merger & acquisition
- Hands-on experience in Analytics - deriving key business impact from data and implementing a solution based on analysis
- Creating listening posts and conversion maps to understand and analyze the market forces and influencers- Analyzing social media using both manual and software-related Listening tools like Cymphony, Radian6, Jami Q, Techrigy, Adobe, etc.
- Social media advocacy, planning and strategizing various social media-oriented marketing strategies and online tools after conducting competition analysis, web research, social media research, blog analysis and forum studies
- Planning marketing strategies based on web analytics results for a social media presence in Face book, Twitter, LinkedIn, etc to name a few
- Working knowledge of search engine optimizing tool like google adwords, overture, word tracker, key word discovery, keyword analyzers, web analytics reporting tools like stat counter, google analytics, etc.
- Knowledge of visualization techniques for data analysis and presentation and project management
- Understanding of Business Intelligence, Database Marketing and a proven collaborator with experience of working in a virtual team
- Ogilvy Black belt certified trainer-Conducting training for the Ogilvy team on social media
- Experience of working on the Cloud
- Successfully completed several projects on/around Big Data
- Managing a team of content writers and researchers to create world-class content for brands- content marketing, editorial, and business case preparation
- Helping APAC team at OPR Digital in developing digital /social media strategy and content for brands in India
- Content marketing, Web Analytics, and Social media outreach planning for clients like IBM India, Prometric, Taitra (Taiwan External Trade Promotion Council), Grohe, Ramco, Huawei, J&K tourism, Bosch, Unilever, Rolls Royce, The Hindu to name a few

#### **ACHIEVEMENTS at O&M**

- *Global IBM best practice awards 2010 for work done for IBM CFO and Websphere software group*
- *Atticus awards 2010 for the original idea in the area of digital communication*
- *IBM best practice awards 2011 for work done for IBM rational software group (related to Big data)*
- *Ogilvy Hero awards for Prometric and Huawei in 2010*

**Organization** : **Mosaic Services, New Delhi** (Dec2006 onwards)

**Designation** : Business Consultant for Digital and social media marketing (Reporting to Managing Director)

- Business strategy and research on specific sectors for online marketing for UK, France, and US clients
- Statistical analysis and insight generation in various segments of the Market (market overview, market sizing, competitive analysis, financial analysis, player strategies, etc.)
- Development of New Technological Application: Deliver the fundamental and technical analysis reports and results to the company's clients by suggesting the strategy for taking the short term as well as long term positions for the launching of new digital applications in the market with special reference to google, yahoo, etc search engines
- Channel strategy formulation and extensive evaluation of online channels of business/marketing
- Project planning and independent handling of projects for the US and UK based clients of the firm

**Organization** : **S.C.P.L, New Delhi** (June 2005 onwards)

**Designation** : Research Analyst (Reporting to Managing Director)

- Organize, analyze, synthesize and/or summarize data and information using appropriate analytical tools
- Conduct quantitative (statistical analysis, financial data analysis) and qualitative analysis (in-depth interviews)
- Modeling for forecasting, valuation or statistical analyses, and insight generation in various segments of the market (market overview, market sizing, competitive analysis, financial analysis, player strategies, etc.)
- Deliver the fundamental and technical analysis reports & results to the company's clients by suggesting the strategy for taking the intraday position as well as long positions in the futures market, backed by the latest events and happenings in the world, within given timescales to specified standards

- Design analysis plan for studying derivatives like commodity futures market for agro commodities, energy, billions and metals (with reference to National and International Exchanges)
- Represent the company in various National & International Seminars and Conferences

**Organization : MPS Group of companies, Kolkata (July 2004 onwards)**

**Designation : Chief Business Executive - Marketing & Research (Reporting to Managing Director)**

- Research & Development: New product development and formulations in coordination with a team of researchers. Conduct market research surveys and interact regularly with the product development cell to keep abreast with the latest trends in the Agro-Industry
- Business Development: Monitoring the overall work plan and undertaking quality checks to ensure that output meets market expected standards and, ensure quality and timely delivery of outputs

## ACHIEVEMENTS

- Completed **NCFM** in **2006** with 90% marks.
- Received **Late Shankar Lal Chaurasia Memorial Award 2003** from **IDA, N.D.D.B.** for Product Development.
- Research on **Coal Futures For MCX** for which MCX has awarded and also implemented
- Received **university merit scholarship** in M.Tech. & B.Tech

## PROJECTS UNDERTAKEN / TRAINING EXPERIENCE

- Britannia New Zealand Foods Private Limited, Kolkata  
*Title of the Project:* Study of Britannia Milkman Gawa ghee at Kolkata Metro for eight weeks  
The project was a live project on operations and marketing management and the company has implemented the recommendations.
- Dynamix Dairy Industries Limited, Pune, Maharashtra, for six months
- Haringhata Dairy, W.B., for six months
- NDRI, Bangalore, Karnataka, for two weeks
- Himul Dairy, W.B., for one week

## PAPERS PUBLISHED

- Applications of bicolours, Processed Food Industry J., May 2002, p-26-30.
- Water chestnut- a superb health capsule at low cost, PFI J., October 2002, p-21-22.
- Beware of food adulterants, Beverage and Food World J., October 2002, p-22-24.
- Wonders of honey, Processed Food Industry J., March 2003, p-22-25.
- Aspartame: is it safe to consume? Processed Food Industry J., April 2003, p-28-30.
- SORBITOL: A SAFE SWEETENER, Beverage and Food World J., July 2003, p-46.
- Spirulina: a classical health food, Beverage and Food World J., February 2004, p-45-46
- Retail: Is India ready to eat, Progressive Grocer India, September 2007, p-20-22
- Retail: Drivers & Snags, Progressive Grocer India, October 2007, p-38-41
- Retail: India's riding on an edible oil wave, Progressive Grocer India, December 2007, p-56-58
- Marketing with Emerging Media in India, AIMA, December 2011