

DWITIPRIYA BOSE

DIGITAL MARKETING SPECIALIST

CONTACT ME

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PROFESSIONAL PROFILE

A data-driven social media manager with 4+ years of experience in various social media tools and technologies. Holding a great track record of strategizing, creating, and optimizing different successful digital marketing programs for different domain companies.

WORK EXPERIENCE

DIGITAL MARKETING SPECIALIST

Ravkoo Health | Remote | Oct 2021- Mar 2022

- Administrated campaigns for Amazon Ad campaigns, ad groups, ads, keywords, bids, and budgets for all assigned products on a weekly basis
- Built go to market strategy according to different buyer persons, landing pages, forms, CTA, and dashboards on HubSpot
- Constructed new ideas for user acquisition and retention through SEO, PPC, digital advertising, social media, influencer marketing, and native advertising
- Created the new strategy template for digital mediums like Reddit and Titok to which lead up to 80% efficiency for content creation
- Actively monitored social platforms to track audience engagement and improvement user generated content to grow social media platform from 0 to 1K
- Collaborated with project leads and designers on the creation of all email newsletters, posters, social media posts and ad campaigns.

EDUCATION

Production Engineering

Savitribai Phule University,

Pune, 2015

CERTIFICATIONS

Technical SEO Certification by
CXL

Growth Driven Design by HubSpot

ON Page technical SEO by
SEMrush

ASSISTANT DIGITAL MARKETING MANAGER

PhillipCapital India | Pune | Jul 2019 – Oct 2021

- Curated content calendars across all social media platforms, and grew the organic following on all channels by 130%
- Devised template for site performance and on-page audits for websites; overall ranking up by 63.86%
- Computed lead generation and optimization; campaign on Facebook - 331 leads, 56,078 reach, 88469 impressions, and 767 link clicks.
- Build strategies for organic social media outlets; improvement of 2% engagement rate and 5.4% reach

SKILLS

Google Analytics

Canva

SEMRush

Facebook Ads Manager

LinkedIn Campaign Manager

Google Adwords

Mailchimp/ Mailshake

Silverpop

Biteable

Meltwater

Hubspot

Taboola

Trello

Wordpress

Buffer

Ahref

Amazon Seller Account

- Strategize social media campaigns; LinkedIn Campaign for sponsored messaging – 41 leads, 912 impressions, 683 clicks, with CPL of Rs 38.20
- Completed competitive research and benchmarking to further understand target audience
- Manage the email marketing strategy for the company that includes planning, email creative's & content, audience segmentation, testing, deployment, delivery and reporting of metrics.

SOCIAL MEDIA AND CONTENT MANAGER

Promotehour | Pune | Feb 2019- May 2019

- Streamlined Email-based Marketing which minimum clicking rate of 17% and generating qualified leads upto 21%
- Analyzed email campaign results including the audience, offers, creative, deliverability, open rates, click through rates and conversion.
- Organized client expectations on PR creation and brand visibility
- Created tailor-made graphics, videos, infographics, and gifs which improved 4% reach, post engagement and video views

DIGITAL MARKETING MANAGER

Kwikpay | Pune| Sept 2018- Feb 2019

- Built and lead the team to reduce reliance on external agency; generated 40% more traction.
- Created customer-centric content and work with the best-fit service providers.
- Evaluated strategic and tactical guidance on all social media (Fb, Twitter, YouTube, Instagram), the company blog, digital campaigns, email marketing, press releases, and SEO strategies to drive achieve maximum results.
- Collaborated with management and worked with designers to align the company's messaging throughout different channels

MEDIA ASSOCIATE

Quinstreet | Pune | Dec 2016- Feb 2018

- Standardized social media accounts for daily postings to drive effective marketing strategies and follower engagement
- Curated content calendars across all social media platforms, and grew the organic following on all channels by 70%
- Spearheaded image posts, tailor-made graphics, videos, infographics, and gifs which improved 5% reach, post engagement and video views
- Co created PR strategy and brand awareness of all the brands and increased the brand visibility by 65%
- Solidified the brand across Facebook, Twitter, Instagram and Youtube , growing combined following by 40%