



Kushal Biswas

Digital Marketing Manager (8.5 Years of Experiences)

Branding Statement:

Award winning ex-employee of **Infosys**, a dynamic digital marketing professional with over **eight years of expertise** in brand building, strategizing and implementation of business strategies, SEO campaigns, paid campaigns, social media & content marketing campaigns etc.

Hands on experience on designing and implementing core digital marketing concepts with excellent familiarity with various online resources. In-depth knowledge of identifying customer needs and industry trends to plan and execute strategic marketing plans.

Worked and achieved business goals for clients like **Philips, Honeywell, VGOD etc.**

Notable Achievements:

- ✚ 518.05% revenue increment only from Organic Traffic (SEO) in just 6 Months for a US based client.
- ✚ 740.49% organic traffic improvement within 6 months for a US based client.
- ✚ Successfully managing various popular social media pages (E.G 114K followers in Facebook, 71.7K followers in Instagram etc.)
- ✚ Spearheaded successful content marketing campaign for a US based client and increased traffic by 202% with 476% more revenue within 6 months just from the blog section.
- ✚ Received several awards from companies like Infosys & TechiEvolve for excellent performance.
- ✚ Worked on more than 100 projects till now.

CONTACTS



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<https://kushalbiswas.com/>



kushalbiswas

SKILLS

Digital Mark.	★ ★ ★ ★ ★
Leadership	★ ★ ★ ★ ☆
Photoshop	★ ★ ★ ☆ ☆
HTML, CSS, PHP	★ ★ ★ ☆ ☆

Core Competencies:

~ Search Engine Optimization (SEO)	~ Paid Campaign planning & Management	~ Social Media Marketing & Social listening
~ Analytics & Tagging (Google, Adobe)	~ Branding, Advertising & Lead Generation	~ Skyscraper Content Marketing
~ Data Driven Email Marketing	~ App Store Optimization & Marketing	~ Marketing Automation & Process improvements
~ Video Marketing & SEO (YouTube)	~ Online Reputation Management campaign.	~ Advanced Reporting With VBA, Data Studio etc.
~ Client Communication & Servicing	~ Leadership & Team building	~ Others: HTML, PHP, CSS, Photoshop

LANGUAGES

English	██████████
Bengali	██████████
Hindi	██████████
Tamil	██████

PERSONAL PROFILE

Father's Name	: Kumud Biswas
Mother's Name	: Gouri Biswas
Passport No	: J1859580
Pan card No	: AWSPB5748E
Hobbies	: Stock, Blogging

Experience

DIGITAL MARKETING MANAGER

January 2018 - Present

TECHIEVOLVE GOLBAL IT SOLUTIONS PVT. LTD – KOLKATA

Responsibilities:

- Own ROI focused digital marketing strategy and campaign management for the enterprise clients of the agency.
- Responsible for overall client relationship, account management and account growth of the existing clients.
- Lead, manage and mentor the team of client servicing managers, PPC experts, SEO experts, Designers, SMO executives and content marketers.
- Ensure quality resource allocation and hiring across cross functional teams.
- Contribute to Organizational Growth through creation of various processes and development of employee programs

SR. DIGITAL MARKETING & ASO

August 2017 – December 2017

RED APPLE TECHNOLOGIES PVT. LTD – KOLKATA

Responsibilities:

- Understand and develop strategies and activities to grow website traffic, Mobile App user acquisition and engagement in a profitable manner (Digital Marketing)
- Develop key business requirements for feature development on the sites and work closely with designers and developers to implement.
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- Running successful SEO, ASO & branding campaigns.
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SEO SPECIALIST

June 2016 – August 2017

INFOSYS – CHENNAI

Responsibilities:

- Planning and developing SEO on-page optimization strategies for clients.
- Communicating with global stakeholders.
- Keyword research and competitor analysis
- Deep Dive and SEO analysis
- Market intelligence analysis, lead generation and conversion analysis
- Technical SEO optimization like crawl error fixing, page loading time optimization, recommending schema tags
- Communicating with clients / stakeholders and providing trainings
- E-trade – Product sells report, Behavioral reports etc.
- Making Dashboards, reports, providing innovative ideas (Kaizen) and automation.
- Handling several tools like BrightEdge, Deepcrawl, AEM manager, Adobe Tools

DIGITAL MARKETING TEAM LEADER

May 2011 – June 2016

WEBGURU INFOSYSTEMS PVT. LTD – KOLKATA

Responsibilities:

- Manage & lead a team of 12, comprising of content developers, designers, PPC and SEO executives. This includes developing and maintaining schedules, providing the final approval for various content, articles, social media content and creative's, campaign management, training and developing them on new technology, and developing their skills and accuracy on existing technology.

- Acquired executive level client-side digital marketing and communications strategy for corporate customers
- Maintaining a strong bond with clients to assess and respond effectively to consumer needs and architect high impact targeted solutions.
- Leading a full range of e-commerce, mobile, and integrated web/social planning.
- Managed and monitored SEO, PPC, SMO and online reputation management campaigns from root to top-view level.
- Managing reverse SEO campaign for various clients and restoring their good names in search engines.
- Landing Page optimization to get maximum leverage from the website visitors.
- Finding new business opportunities and leads generation ideas.
- Helping management to create new quotes for clients.
- Providing advanced link building services with most updated strategies. Modifying off page strategies depending on various Google algorithmic updates.
- Managing Google tag manager, Google search console, Google analytics, Google AdSense and various other marketing tools and platforms

Education

Examination	Board	Institute	Year of Passing
B.Tech (Information Technology)	West Bengal University of Technology	West Bengal University of Technology	2010
Higher Secondary	W.B.C.H.S.E	Dum Dum K.K Hindu Academy	2006
Secondary	W.B.B.S.E	Dum Dum K.K Hindu Academy	2004

Certificates

Marketing & Leadership Certificates

- Google AdWords Certified
- Simplilearn Social Mobile Analytics and Cloud Certified
- HubSpot Inbound Marketing Certified
- Google Analytics Certified
- BrightEdge Certified
- People Management – Milestone certificate from Infosys

Tech Certificates

- Certificate in GUI Application & Applet development program in Java 5 from Globsyn Technologies
- Certificate in Communication and Presentation Skill development from Globsyn Technologies
- Certificate in Project based training in C & C++ from CMC
- Certificate in ASP.NET with C# from CMC

Declaration

I hereby declare that above are true to the best of my knowledge and belief.

Place: Kolkata
Date: 05.06.2019

(Kushal Biswas)