

Somasree Bhattacharjee

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Objective Aim to work in a challenging work environment where I can utilize my expertise in resolving the problems in test-plans and advocate my analytical skills towards the growth of the organization.

Profile I am having **3.5 years** of Digital marketing experience in Search Engine Marketing (PPC), creating Ad copy, landing page, Google Ads campaign, ORM, Affiliate Marketing, YouTube, SEO (On-page and Off- page Optimization, Back link Building, Content optimization), and , Social media optimization etc.

Skills

ADS CAMPAIGN (PPC)

- Google Search Ad, Display Ad, Performance Max Campaign, Local Ads, Shopping Ads, Facebook and LinkedIn Ads.
- Marketing research
- Keyword research for campaign & Creating landing Page
- Create ad copy (title, description and keywords)
- Placement of ad copy & Keyword match types
- Target Geographic's Location Ad position
- Decide an Appropriate Call-to-Action (CTA)
- Bid strategy & Right ad extension
- Tracking the Proper Conversion
- Remarketing & GDN

WEBSITE / PHOTOSHOP

- HTML website (single and multiple page) creation, Wordpress /Wix Setup.
- Worked on CDN (content delivery network) for page speed.
- Creating Landing Page for SEO and PPC and increase the Quality score Of the ads landing page.
- Photoshop skill.

EMAIL SETUP & MARKETING

- Knowledge to create the Email template for Bulk email service & Weekly newsletter

TECHNICAL SKILLS

- Programming Language: HTML,Word press,C, C++, Database management (SQL).
- MS Office: MS Word, Excel, PowerPoint.
- Online Tools: Google Ads Editor, Google Analytics, Google atsg Manager,Google Marchent Center, Webmaster Tool, Moztool, Google keyword planner, SEO Profiler, Copyscape, SEOptimer, Semrush, GTMetrix, Buffer, Hootsuite, Sniply, Small SEO Tools etc

Experience

COMPANY DETAILS:

- 1. Techshu –Indus Net Technologies**
Duration: Oct 2021-present
Role: PPC Analyst
- 2. MET Technologies(Kolkata)**
Duration: June 2021– Oct 2021
Role: PPC Executive
- 3. Gowebbo & Co**
Duration: Nov 2019-june 2021
Role: Digital Marketing Executive
- 4. Decorpot(Bangalore)**
Duration: Feb 2019-Oct 2019
Role: Inside Sales Manager/Digital Sales

<i>Certifications</i>	<i>Master Course in Digital Marketing (DA360, Bangalore)</i>	<i>2018</i>
	<i>Six Sigma Green Belt Certification</i>	<i>2019</i>

<i>Education</i>	<i>MBA in marketing: ISME, Bangalore</i>	<i>2019</i>
	<i>Grade: 72%</i>	
	<i>B.Sc in Computer Science: AGC, West Bengal</i>	<i>2017</i>
	<i>Grade: 62%</i>	

Somasree Bhattacharjee
Place : Kolkata

