Shauvik Malakar
Digital Marketing Head

(**7+ years experience in Digital Marketing**, Advanced SEO and Content Management Systems (CMS). Proven track record of **generating leads for clients**.)

Skills

- Semrush, Ahrefs and Moz
- Google Analytics
- Google Search Console
- Google Tag Manager
- Google Ads
- Linkedin Ads
- Meta Ads (Instagram & Facebook)
- Canva Pro
- Microsoft Clarity
- MailChimp
- Wordpress

- HTML/CSS
- Social Media Marketing
- On-page, Off-page SEO & Technical SEO
- Competitor Analysis

- Oracle CXC eCommerce
- Oracle Agent Console
- TMS E-Business Suite
- ZOHO
- Salesforce
- Monday.com
- Content Management Systems (CMS)

Education

Techno India University | B.Tech ECE (Electronics and Communication Engineering)

- 7.9 CGPA | 2017

Aditya Academy (Secondary) | Class 12

- 7.36 CGPA | 2012

Aditya Academy (Secondary) | Class 10

- 8.60 CGPA | 2010

Certifications

- Foundations of Digital Marketing and Ecommerce
- Foundations - Data, Data Everywhere
- Attract and Engage Customers with Digital Marketing
- The Digital Marketing Revolution

Personal Information

Mobile number: +91 98 3095 0329
Email: shauvikmalakar1@gmail.com
Date of Birth: 19.08.1993
Known Languages: English, Bengali and Hindi
Currently in: Bangalore

Digital Marketing Head | Laistung
(February 2024 - Currently working)

- **Led multi-channel marketing (SEO, SEM, PPC, social media, email, content)** driving growth for Laistung, Cognidel, and LPharma.
- **Managed SEO** and analytics (Semrush, Ahrefs, GA, GSC) improving rankings, traffic, and domain authority
- Executed **Google, LinkedIn & Meta Ads** optimizing CAC, CPL, and lead generation.
- Used **GTM & Clarity for performance tracking**, funnel analysis, and optimization.
- Directed **content strategy** (blogs, landing pages, videos, creatives) aligned with brand.
- Ran **backlink and authority campaigns** boosting SERP visibility.
- Delivered data-driven insights to reduce churn and maximize ROI.
- Drove CRO via **A/B testing**, user behavior analysis, and funnel optimization.
- Partnered with sales teams for integrated campaigns ensuring revenue impact.

Search Engine Marketing Manager | Terex Corporation
(May 2022 - Jan 2024)

- Executed **advanced SEO/SEM strategies** (On-page & Off-page) to increase page views, boost CTRs & generate high-quality leads.
- Leveraged **Google Analytics & Tag Manager for performance tracking**, implementing data-driven insights and advanced tagging.
- **Designed and enhanced web pages** (HTML/CSS) on Oracle CXC eCommerce (CMS) for both B2B & B2C platforms.
- Partnered with cross-functional teams across the US, Europe, China, and Australia to **align global marketing strategies** with local market needs.
- **Managed and optimized E-commerce product catalogs** and digital media assets to improve online visibility and customer experience.

(Heped to increase lead generation by 20%, boosted traffic by 10% monthly, handled multiple projects to completion, and built new SOPs to improve systems, processes, and user experiences)

SEO Executive | Simplotel
(October 2019 - April 2022)

- Website Optimization with **Technical SEO** and **On-page SEO.**
- Collaborating with the **Digital Marketing** team to execute Content Marketing Strategies, **SEM Strategies** and **Social Media Marketing Campaigns.**
- **Design and modify web pages (HTML/CSS)** in CMS by working with designers, technical team and content writers.
- Conduct **SEO audits** to identify redundancies and manage content calendar with a team of content writers.
- Build client relationships, handle escalations and provide solutions within tight deadlines.

(Created new SOPs for SEO positions. Increased lead generation by 30%, traffic by 25% and decreased bounce rates by 30% in 6 months)

Digital Marketing Executive | Mediacle Technologies
(January 2018 - September 2019)

- Increase traffic and leads in websites through **On-Page** & **Off-Page SEO**
- Manage **Google Ads campaigns**
- **Website Content Development** through **WordPress** (HTML/CSS)
- **Social Media** Management

(Helped to increase the average traffic in websites by 30% and decrease bounce rates by 50% after joining)