



Subhasish Nanda

Senior Digital Marketer

I am seeking a challenging position with an organization that is rapidly expanding & offers good advanced potential. I am an ambitious, well-organized professional with almost 6 years of experience in Digital Marketing. I am an Advanced Google Analytics and Google Analytics for Power Users certified Digital Marketing Professional brings in experience of 6 years in various Digital Marketing aspects. I have handled projects on various verticals such as eCommerce, media, Retail, Education, SAAS, etc.

Contact

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Address

CKB Layout, Marathahalli,
Bangalore

Education

2013

B.Tech (ECE)

BPUT/Kalam Institute of Technology
2010

Diploma (Communication Engg)

SCTE&VT/BSET

Expertise

- SEO
- Performance Marketing
- Website Audit
- Social media marketing
- SEO Onpage/Off Page /Technical

Projects

- <https://www.variex.in/>
- <https://solarclue.com/>
- <https://www.myzdegree.com/>
- <https://datasemantics.co/>
- <https://www.varistor.in/>

Language

English

Hindi

Odiya

Experience

Feb - 2023 - Till Now

Natural Remedies Pvt Ltd

Senior Digital Marketing Officer

- Execute digital marketing, SEO/SEM as priority , marketing database, email, social media and Google display advertising campaigns
- Monitored and analyzed market and competitor metrics to inform digital marketing strategies.
- Promote the healthcare products through an omnichannel approach & generate leads
- Measure and report performance of all digital marketing campaigns, and assess against goals (ROI and KPIs)

2021 - 2023

Data Semantics Pvt.Ltd, Bangalore

Senior Digital Marketing Executive

Plan and formulate digital marketing strategies for Product and Services. B2B Product Marketing, Product Advertising, Online Branding, Lead Generation, Email Marketing, Marketing Automation. Develop product positioning & messaging that differentiates the products in the Indian and UAE market. Demand Creation, Research, planning and developing the programs to increase the market awareness & demand generation for the product. Work with Marketing leadership to ensure that product marketing KPIs are achieved on time and within budget. Handle Social Media Business Profiles. Manage the Adword Campaigns, Take Responsibility for SEO Campaign, Backlink strategy and Monitor the changes to the websites in the SERPs of search engine

2019 - 2021

OMG Digi Digital Service Pvt.Ltd

SEO Analyst

Plan and formulate digital marketing strategies for individual clients. Execute and oversee the proposed campaigns in collaboration with executives, Measure KPI & ROI analyze and prepare reports. Team building activities and training teammates on digital marketing Provide SEO guidance and recommendations for SEO-friendly website design and development. Tested and tracked landing page optimization and other conversion strategies, Backlink strategy, and implementation. Monitor the changes to the websites in the SERPs of search engine Responsible for social media marketing to build brand awareness. Blog posting and promotion, Image optimization, Handling Google Ads Campaign, Run B2B And B2C Campaign.

2017 - 2019

Varistor Technology Pvt.Ltd

Digital Marketing Executive

Market Research & Analysis -Understanding the product, market & targeted users, hence developing the strategies. Search Engine Optimization- Implementing On page & Off page Optimization. Search Engine Marketing - Creating and analyzing diverse range of Ads, for search, display, video, shopping and mobile advertisement campaigns.Website Maintenance - Monitoring the website interface. Goal Creation: Through the Tag manager create Tag and Triggers. Web Analytics - Analyzing, Reporting and Planning - Good knowledge and experience of web analytics including review, analyze, strategies, implementation, analysis, refinement, reporting etc. Finding the targeted keywords by using tools like Google ad-words keyword planner