

SUDIPTO KAR

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SKILL DETAILS

- **Advertising Tools** – Facebook Ad Manager, Facebook Power Editor, Google Ads, LinkedIn Campaign Manager, Pinterest Ad Manager, Bing Ads, Twitter Ads, Snapchat Business Manager, Youtube Advertising, Criteo, Yotpo & DoubleClick For Advertisers.
- **Email Marketing Tools** – MailChimp, SendGrid & Adobe Campaign
- **Social Media Listening Tools** – Mention, Radian6, Buffer, Hootsuite, Agorapulse, SproutSocial, Tweetdeck, Social Bakers, Zoho Social
- **Social Media Analytics & Digital Analytics Tools** – Google Analytics, Adobe Analytics, Quantum Metric, Facebook Insights, Facebook Analytics, Instagram Insights, Twitter Analytics, LinkedIn Analytics, Pinterest Analytics & YouTube Analytics.

CERTIFICATIONS

- Hubspot Digital Marketing Certification, 2023
- Hubspot Digital Advertising Certification, 2023
- Hubspot Social Media Marketing Certification, 2023
- Google Analytics Individual Qualification, 2019
- Digital Sales Certification, 2019
- Campaign Manager Certification, 2019
- Google Ads Certification, 2019
- Facebook Blueprint Certification, 2017
- Quantum Metric Fundamentals, 2020
- Quantum Metric Business Analyst, 2020
- Google Ads Fundamentals, 2020

PROFESSIONAL EXPERIENCE

Wipro Technologies

Role – Digital Marketing Lead

October 2021 – Present

- Establishing the digital marketing landscape of Wipro and its acquisitions Designit & Capco by leading a team of 7+ people. Key clientele includes Thames Water, Microsoft USA, Castrol UK & Ireland etc.
- Working with the team to deliver highly integrated, creative, marketing plans and campaigns. From establishing the campaign strategy, briefing agencies/vendors for creative and media to execution, budgeting, measurement, optimisation and reporting on time.
- Contributing to marketing RFPs by co-ordinating with stakeholders and business heads.
- Managing and guiding the entire social media team of 4 people in maintaining social media engagement across all platforms and to ensure smooth paid social media campaign implementation & execution as per the budgeted ROI.
- Responsible for the continuous effectiveness of marketing campaigns and working with the agencies to improve KPIs for all marketing campaigns. Report and track campaign and channel performance back to the business.

Cognizant Technology Solutions.

Project Name – Brand Program – Cognizant.com & US Bank

Role – Senior Associate: Corporate Digital Marketing & Analytics

March 2019 – October 2021

- Collaborate with digital agencies to understand market challenges and opportunities and develop solution marketing campaigns that drive measurable results. Work closely with relevant leadership to plan and execute thought leadership initiatives throughout the year.
 - Oversee the delivery of performance-driven campaigns that increase brand awareness, reputation in the market, generates new sales and revenue, and strengthens client and prospect relationships.
 - Work closely with business and sales execs, vertical CMOs, corporate/brand marketing and all facets of Cognizant marketing to develop integrated multi-channel content-driven marketing campaigns.
 - Build and maintain Global Tag Management tool for our digital channels, collaborating with stakeholders to ensure comprehensive lists of metadata and keywords.
 - Analyse website metrics and customer behaviour data to make intelligent decisions on optimizing our taxonomy models.
 - Synchronize taxonomy with upstream and downstream systems such as Adobe Analytics and CRMs.
 - Build and execute test and measure campaign strategies that will drive desired customer behaviour.
 - Develop and execute multi-channel contact strategies across customer segments, touchpoint, channels, with the goal of driving revenue from existing and prospect customers, increasing engagement and establishing greater loyalty and affinity with the brand.
 - Analyzing web traffic using Adobe SiteCatalyst, and web log files. Use Adobe Analytics and SiteCatalyst along with other reporting tools to produce reports relating to outcomes.
 - Expertise in Web (Adobe) Analytics working with custom variables eVars, s.Props, s.Events.
 - Worked in implementing Web Analytics and Mobile Analytics using Adobe Analytics working with Mobile SDK, custom variables (eVars, s.Props, s.Events) to track online engagement.
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Cloudpoint Technologies Pvt. Ltd.

Senior Digital Marketing Manager

October 2018 – February 2019

- Managing the entire conceptualization and execution of digital marketing activities for CloudSocial (a social media management tool). Analyzing the most striking UI/UX functions of competitor social media management tools like Hootsuite, SproutSocial and implementing the same for CloudSocial with the product team.
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Directi Internet Solutions Pvt. Ltd.
Social Media Ads Specialist/ Marketing Consultant
September 2017 – March 2018

- Handled end to end social media marketing and advertising of Local.com (one of the biggest local listings in the United States and has an Alexa rank of less than 10,000.) Activities include but not limited to posting daily updates and running paid campaigns on Facebook, Twitter & Instagram. Using social media analytics & google analytics to see what services the visitors are searching on the website and then tweaking them as desired.
 - Community & Reputation Management on all these channels. Hard-Selling & Interacting with followers for positive social media reviews. Co-ordination with the designers for creating graphics & regular interaction with the developers for UI/UX improvements.
 - Suggested daily improvements to the marketing team of the Health.Online (branded property of Directi). Conceptualized & Created facebook paid campaigns for them. Objectives included Page Like, Post Engagement & Lead Generation Campaigns.
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Angara Jewels E-commerce
Social Media Manager
December 2015 – August 2017

- Achieved sales worth \$6,40,077 after spending \$1,13,198 in Facebook advertising (default attribution window). Advertising objectives include Product Catalog Sales & Relevance Remarketing ads using advanced website custom audiences. Got 1,23,545 Facebook page likes targeting the United States at a cost per page like of \$0.08.
 - Running Facebook lead generation ads for a jewelry sweepstakes targeting USA. 13500 Leads generated at cost per lead of \$0.55. Running advertisements on social media channels like Facebook, Instagram, Pinterest & Twitter to drive website traffic and achieve sales.
 - Planned & Executed a Valentine campaign on the company facebook page. The idea was to ask our Facebook fans to share their pictures of love with us which were then uploaded to an album for voting. We got 208 entries and a whopping 2500 votes on the album.
 - Monitoring social media analytics and then optimizing ads on the basis of placements and devices. Google Analytics & Omniture: Tracking Traffic, Conversions & User Behavior through Organic & Paid Channels using external campaign tracking codes. Running customer reviews and testimonials on websites as ads on Facebook & Instagram through Yotpo integration.
 - Provide and be knowledgeable in 'best practices' in campaign development to optimize efficiency and quality of deliverables; implement and support automation triggered, recurring and adhoc communications with Adobe Campaign.
 - Test and measure campaign strategies with different objectives to drive desired customer behaviour using Adobe Campaign Classic
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Century Plyboards India Ltd.
Senior Executive: Digital Marketing
June 2015 – December 2015

- Strategized the entire social media content. Monitored & Responded to all the conversations directed towards CenturyPly in the digital world for 6 months with the help of Webitude (HT Media Agency).
 - Regularly checked the user interface of all the CenturyPly websites (5 in total). Conceptualized & Executed the Facebook campaign for CenturyLaminates TVC featuring Ragini Khanna.
 - Worked on the Facebook ads & YouTube pre rollout ads to increase the views of CenturyPly Heroes 2015 campaign. Total view count is 1,25,000+. Strategized & Implemented the CenturyVeneers Back to Nature contest on Facebook & Twitter which got more than 5000 responses organically.
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Web Spiders (India) Pvt. Ltd.

Senior Social Media Marketer

June 2014 – June 2015

- Looked after & Managed the Social Media presence of the Singapore Government.
 - Worked on Social Media Proposals to acquire new clients (Singapore Design Industry being one of them). Monitored 25,000 social media conversations during Singapore's National Day Parade. Ran the Facebook ads with Desktop App Engagement objective for Singapore Polytechnic Alumni campaign which elicited pretty decent responses.
 - Created & Conceptualized Social Media Campaigns that complimented both digital & traditional marketing activities. Marketed their internal app Event2Mobile on various social media platforms. Used Analytics tools to measure the engagement/ conversion metrics achieved through social media. Trained the content writers and social media executives on various facets of social media.
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TechShu Consultancy Pvt. Ltd.

Social Media Lead

March 2012 – May 2014

- As Social Media Marketing Head, achieved a renewal rate of 90% for all the social media projects along with the team. Headed the social media team of 5 people in day to day execution, client-coordination and strategizing campaigns.
- Created the Social Media campaign for BJP Bengal that got covered by The Telegraph. As Project Manager of Dynamic Levels (TechShu's client and one of the biggest trading portals of India) from Aug 2012 to Jan 2013, achieved 25,000 registrations at a CPA (Cost per Acquisition) of 120 INR through Google Adwords (Display & Search Network).
- Increased the Facebook Engagement rate of Ebela (ABP Group) by 700% within 1 month. Brought in 70,000 new fans for Ebela from Kolkata at a CPA of 3 INR. Generated 2 Sales for TechShu through Elance in my 2 months of working with the Sales Team. www.bestsingnugys.com (USA) & AppdaHome (Germany). Helped them to tie-up with Facebook India for their Small Business Agency Program.

EDUCATION DETAILS

Masters Of Business Administration (*Marketing Major*) – WB University Of Technology, Kolkata, 2012
Bachelor Of Commerce (*Hons*) - Calcutta Univ, Kolkata, 2010