



RUDRANGSHU GHATAK

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PROFILE SUMMARY

- On hand experience in planning digital marketing campaign, including web, SEO/SEM, email, social media and display ads
- Trained in running paid ad campaigns through Google Ads, Facebook Ads , LinkedIn Ads & Youtube
- Developing content and blogs for appropriate websites and social media platforms
- Analyzing data through Web Analytics (GA4) and Google Tag Manager
- An effective communicator & team leader, managing teams to work in sync with the corporate set parameters with strong analytical, problem solving & organizational skills

KEY SKILLS

• Content Ideation & Development	• Digital Marketing
• Social Media Management	• Team Management
• SEO	• Data Analysis with Excel

ORGANISATIONAL EXPERIENCE

Team Lead- Digital Marketing- Softweb Technologies Ltd

Jan-23-

- Conducting keyword research and develop SEO based contents for website.
- Designed, executed and optimized paid campaigns for LinkedIn
- Generating leads through generic e-mail marketing campaign and updating clients on newly developed products and solutions
- Social Media Management, including content and campaign management. Generically grown Social media followers across LinkedIn & Facebook
- Work closely with website development and design team for search engine optimisation and social media content
- Reporting to senior management on digital marketing performance and update on new developments and strategies
- Conducting Media research for print media and developing industry specific articles and editorials
- Rigorous research towards collecting and analysing resources to create a content rich website

Highlights:

- Optimized Softweb's solution Blueeye, to rank among top 10 for keyword 'tea attendance' 'coffee attendance'.
- Optimized Softweb's Tork-Retail solution to rank among top 10 in image search for keyword 'facial recognition in retail'

Digital Marketing Freelancer - Hirerudra.com

Apr 22- Dec 22

- Developing my website hirerudra.com, to implement my Digital Marketing and Content Development skills and implement the same.
- Implementing automated E-mail marketing methodology to garner more traffic towards my website
- Experimenting with Landing Pages and optimize them according to keywords
- Trying various methodologies of Facebook and Google ads to promote my website
- Rigorous research towards collecting and analysing resources to create a content rich website

Spencer's Retail Ltd- A RP-Sanjiv Goenka Group, Kolkata
Store Sales Manager (Hyper Format)- Sodepur Kolkata
Role:

Mar 21- Mar-22

- Leading Store Team Members and Team Leaders to ensure proper service to customer, maximizing sale out and conversion in store.
- Controlling on opex costs and maximizing sale to keep the store on positive EBITDA
- Maintaining a healthy sale out ratio between food, FMCG & Fashion General Merchandise for higher rate of margin returns
- Curating the Facebook page of store with content to enhance customer outreach through Social Media

Highlight:

Joined as Department Manager, promoted to Store Sales Manager with individual responsibility of store within 4 months of joining the organisation.

Westside- Tata Retail Enterprise, Kolkata
Department Manager

Mar'18- Feb'21

Role:

- Leading a team to maximize store productivity and profitability.
- Adhering visual merchandising (VM) guidelines to set up department and making necessary changes post-approval
- Trained team on customer service and shrinkage control strategies
- Follow-up Store Sales and profit KPIs and take actions accordingly to maximize financial results

Next Institute of Technology & Management, West Bengal
Operations Head

Jun'16- Dec'17

Role:

- Spearheaded sales and operations of 8 branches throughout West Bengal
- Coordinating and managing applications to procure Government Projects of training like Pradhan Mantri Kaushal Vikash Yojna and Ministry of Minority Affairs

Anandamoyee Construction & Ghatak Enterprise, Asansol- West Bengal
Junior Associate

Sep'12-May'16

Role:

- Coordinated meetings with Clients & Tendering Authority for acquisition of work orders
- Maintained bills and prepared tenders for the company (online & offline)

ITC Ltd., West Bengal & Sikkim
Area Executive, Sales & Marketing

Jun'10-Sep'12

Role:

- Spearheaded sales operations of ITC distributors in the market
- Managed distributor investment and money & inventory management to avoid damage of products & high SOH

EDUCATION

- Completed Digital Marketing Associate Program from Simplilearn.com 2017
- Completed Paid Internship Program through Digital Deepak (under tutelage of Deepak Kanagaraju)
- MBA in Marketing from ICFAI Business School, Kolkata in 2010 with 6.34 CGPA
- B.Com. (Honours) from Benares Hindu University, Varanasi in 2008 with 63%

PERSONAL DETAILS

Date of Birth: 13th June 1987
Languages Known: English, Bengali & Hindi
Permanent Address: Flat 3F, Saket Nagar Phase-2, 127. B.T.Road, Dunlop, Kolkata-700108