

Pujan Kumar Saha

Digital Marketing Specialist



As an experienced Digital Marketing Specialist proficient in SEO, SMM, SEM, and PPC, my career objective is to utilize my skills and expertise to drive business growth and ROI through innovative digital marketing strategies. I am committed to staying up-to-date with the latest trends and technologies in the field and implementing them to improve online visibility, engage audiences, and achieve marketing goals. My ultimate aim is to deliver measurable results and contribute to the success of the organization by creating effective digital marketing campaigns.

CONTACT

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WEBSITE

pujan.me

ADDRESS

Aasroy 1, 14 North Road
Dhanmondi, Dhaka,
Bangladesh

EDUCATION

BBA | 2016

Marketing

United International University

HSC | 2010

Business Studies

Naogaon Govt. College, Naogaon

SSC | 2008

Business Studies

Govt. K.D. High School, Naogaon

PROFESSIONAL EXPERIENCE

Digitomark Limited | Digital Marketing Agency

Team Lead (Digital Marketing)

Dhaka, Bangladesh

April 2020 – Present

• Team Lead

- ✓ Managing a young team of 15 people.
- ✓ Managing the day-to-day activities of the team.
- ✓ Developing and implementing a timeline to achieve targets.
- ✓ Delegating tasks to team members.
- ✓ Empowering team members with skills to improve their confidence, product knowledge, and communication skills.
- ✓ Conducting quarterly performance reviews.

• Digital Marketing

- ✓ Conducting market research to identify target audiences and analyze competitors, and using insights to improve campaign performance.
- ✓ Managing and optimizing SEO campaigns, including keyword research, on-page optimization, and link building.
- ✓ Managing various SEO tools like, SemRush, MOZ, Ahrefs and Screaming Frog, etc.
- ✓ Developing and managing PPC campaigns, including keyword selection, ad creation, bid management, and landing page optimization.
- ✓ Using SEM tactics to promote products and services.
- ✓ Creating and managing programmatic ad campaigns, including targeting options, bidding strategies, and optimization techniques.
- ✓ Developing and executing social media marketing campaigns, including content creation, community management, and paid social advertising.
- ✓ Tracking and analyzing campaign performance metrics, such as CTR, CPC, conversion rate and ROI.
- ✓ Utilizing marketing automation tools to nurture leads, send targeted emails, and measure campaign effectiveness.

RELEVANT SKILLS

- SEO
- SMM
- SEM
- PPC
- Programmatic
- Data Analytics
- MS Office
- Adobe Photoshop
- WordPress and HTML
- Trello

LANGUAGE

	Writing	Speaking
Bengali	Good	Good
English	Average	Average

PERSONAL INFORMATION

Birthday : 08.10.1992
Relationship : Single
Nationality : Bangladeshi

REFERENCE

Khairul Hasan
CEO, Dcastalia Ltd.
+8801775583332
shamimh@gmail.com

Joshua Adhikari
Country Manager, Eskimi
+8801716 631932
josh.adhikari@gmail.com

- ✓ Collaborating with cross-functional teams and clients, including design, content, and development teams to ensure brand consistency and campaign effectiveness.
- ✓ Keeping up-to-date with industry trends and best practices, and implementing them to improve campaign performance.
- ✓ Managing client accounts.
- ✓ Creating reports and presentations to communicate campaign results and provide recommendations for optimization.

Achievements

- ✓ In 2022, I was appointed as the Digital Marketing Manager at Dcastalia which is a software development company, where I successfully launched the company's Digital Marketing service for the clients. This led to the launch of Digitomark, a Digital Marketing Agency, in March 2022, where I was appointed as the Team Lead.
- ✓ Within just 6 months of launching Digitomark, we onboarded 25 clients globally and locally and reached the revenue milestone.
- ✓ Some of our onboarded notable brands such as Haier, United Hospital, Mir Group, Concord Real Estate, Anwar Landmark, Reelstar, Green Delta, PFEC Global, Runner Properties, AWR Real Estate and Rancon Developments.

Bikroy.com | Marketplace

SEO Specialist

April 2018 – April 2020

Dhaka, Bangladesh

• Search Engine Optimization

- ✓ Develop SEO strategies, and implement and monitor campaigns.
- ✓ Perform site analysis, keyword research and mapping, and assess link building opportunities.
- ✓ Perform competitor SEO research.
- ✓ Based on analysis, results and feedback continually improve and modify strategies to optimize effectiveness.
- ✓ Generating content ideas by researching for blogs and guest posting.
- ✓ Generating and implementing content marketing strategy.
- ✓ Analysis and creating quality backlinks.
- ✓ Keep up-to-date with constantly changing technological and search engine trends, algorithms and ranking factors.
- ✓ Managing SEO tools like, SemRush, MOZ, Ahrefs and Screaming Frog.
- ✓ Preparing analytics and ranking reports and report to management.

• Social Media Marketing

- ✓ Monitoring social media accounts and running Organic campaigns.
- ✓ Generating ideas to increase user engagement.
- ✓ Running daily and event wise paid Social Media Campaigns.

- **Other Online Marketing Channels**

- ✓ Running App Push & Web Push notification campaigns for targeted audience.
- ✓ Running daily and event wise Email Marketing Campaigns.

Achievements

- ✓ Developed and managed SEO campaign that resulted in increasing of organic traffic around 500k for Bikroy.com in 2 years and brought 2k keywords to the first page.
- ✓ Increased 79% and 27% organic traffic for respectively Bangla and English blog in 2019.
- ✓ Increased converted users through social media engagement and push notifications and email marketing.

Targetoo | Programmatic Advertisement

SEO Specialist & Ad Ops

Amsterdam, Netherlands

August 2016 – March 2018

- ✓ Develop SEO strategies, and implement and monitor campaigns.
- ✓ Perform site analysis, keyword research and mapping, and assess link building opportunities.
- ✓ Perform competitor SEO research.
- ✓ Based on analysis, results and client feedback continually improve and modify strategies to optimize effectiveness.
- ✓ Preparing analytics and ranking reports and present to management.
- ✓ Keep up-to-date with constantly changing technological and search engine trends, algorithms and ranking factors.
- ✓ Monitoring social media accounts.
- ✓ Managing social media promotional campaigns (Paid & Organic).
- ✓ Running and optimizing programmatic campaigns.

Achievements

- ✓ Developed and managed a campaign that resulted in increasing of organic web traffic for Targetoo mobile advertisement company, leading to a 40% rise in online sales.
- ✓ Increased social media engagement of users and increased sales through social media.

PROFESSIONAL QUALIFICATIONS

- Certification on Practical SEO from Ministry of Finance.
- Certification on Social Media Marketing from eMarketing Institute.
- Google Analytics Individual Qualification.