



Pujan Kumar Saha

Digital Marketing Manager

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PERSONAL INFORMATION

🎂 Birthday 08 October 1992

💍 Relationship Single

🇬🇧 Nationality Bangladeshi

🗣 Language English, Bangla

CAREER OBJECTIVE

Qualified Digital Marketing professional with experience in developing search engine optimization strategy, search engine rankings monitoring, analytics monitoring, keyword research, website auditing, competitor research and focused on improving organic rankings with my creative approach and thorough analysis. As an Online Marketing and Ad Operations professional experienced in social media optimization, advertising and other online marketing channels like app push, web push notifications, email marketing, optimize and report programmatic ad campaigns. Focused on boosting revenue by improving campaign health and optimizing campaigns. I am always prepared to take new challenges and to adopt new technological skills.

EXPERIENCES

- **Dcastalia Ltd, Bangladesh**

Responsibilities | Digital Marketing Manager
(15-Apr-2020 to Present)

➤ **Search Engine Optimization**

Performing Below SEO Activity for the Company and Clients.

- ✓ Develop SEO strategies, and implement and monitor campaigns.
- ✓ Perform site analysis, keyword research and mapping, and assess link building opportunities.
- ✓ Perform competitor SEO research.
- ✓ Perform industry Research.
- ✓ Based on analysis, results and feedback continually improve and modify strategies to optimize effectiveness.
- ✓ Generating content ideas by researching and analyzing keywords for blogs and guest posting.
- ✓ Generating and implementing content marketing strategy.
- ✓ Preparing analytics and ranking reports and report to management.
- ✓ Keep up-to-date with constantly changing technological and search engine trends, algorithms and ranking factors.

➤ **Social Media Marketing**

- ✓ On-boarding new clients.
- ✓ Managing multiple channels like, Facebook, LinkedIn, Twitter,
- ✓ Managing in-house and client's social media accounts.
- ✓ Generating attractive creative, caption and copy ideas.
- ✓ Running Paid (PPC) & Organic promotional campaigns.
- ✓ Generating ideas to increase user engagement.
- ✓ Running daily and event wise Email Marketing Campaigns.

➤ **Team Lead**

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

- **Bikroy.com, Bangladesh**

Responsibilities | SEO Specialist

(01-Apr-2018 to 31-Apr-2020)

➤ **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.
- ✓ Preparing analytics and ranking reports and report to management.
- ✓ Keep up-to-date with constantly changing technological and search engine trends, algorithms and ranking factors.

➤ **Social Media Marketing**

- ✓ Monitoring social media accounts and running Paid & Organic promotional campaigns.
- ✓ Generating ideas to increase user engagement.
- ✓ Running daily and event wise Email Marketing Campaigns.

➤ **Other Online Marketing Channels**

- ✓ Running App Push & Web Push notification campaigns for targeted audience.
- ✓ Email and SMS Marketing campaigns for targeted audience.

Achievements:

- ✓ Developed and managed SEO campaign that resulted in increasing of organic traffic for Bikroy.com around 22% in 2019 which is 100,000+.
- ✓ 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 Mobile Advertisement, Netherlands**

Responsibilities | Digital Marketing

(01-Aug-2016 to 20-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 clients and 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).

Accomplishments:

- ✓ Manage and Coordinate daily tasks between teams as per the campaign requirement.
- ✓ Coordinate with the sales team in Europe and other departments.

PROFESSIONAL QUALIFICATIONS

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

NETWORKING & COMPUTER LITERACY

- Have good knowledge on Photoshop.
- Have good knowledge on MS office.
- Have basic knowledge on Video Editing.
- Have basic knowledge on WordPress and HTML.
- Can type both English & Bengali.

EDUCATIONAL QUALIFICATIONS

- Degree : Bachelor of Business Administration | 2016
Institute : United International University
- Degree : Higher Secondary Certificate | 2010
Institution : Naogaon Govt. College, Naogaon
- Degree : Secondary School Certificate | 2008
Institution : Naogaon Govt. K.D. High School, Naogaon

LANGUAGE PROFICIENCY

Language	Reading	Listening	Writing	Speaking
Bengali	Good	Good	Good	Good
English	Good	Good	Average	Average

INTERESTS

- Playing Guitar
- Blog Reading
- Traveling

REFERENCEES

Viktor Wubbe Managing Director MIBTL Media Vikwu@hotmail.com	Joshua Adhikari Country Manager, Eskimi +88 01716 631932 josh.adhikari@gmail.com
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