



DEBJIT MUKHERJEE

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Summary

With over 8+ years of experience in digital marketing, I specialize in performance marketing, lead generation, SEO, and paid advertising across platforms like Meta Ads, Google Ads and LinkedIn Ads I have successfully managed and optimized campaigns that delivered up to 30% growth in online sales and a 50% increase in organic traffic.

I have worked across diverse industries including heavy industries, accounting firms, education, insurance, eCommerce, and fashion, gaining strong expertise in building customized, data-driven marketing strategies for different business models.

With a background in accountancy, I bring a strong analytical mindset combined with creative problem-solving, enabling me to design result-oriented campaigns focused on ROI and business growth. I have also completed a Digital & AI-Driven Marketing Programme from IIM Calcutta and am currently pursuing an MBA in Marketing from DY Patil University. Eager for growth, I am focused on leveraging my skills to drive impactful results in future digital marketing initiatives. Let's connect and explore how we can drive success together!

Skills

SEO

SEM

Social Media Marketing

Email Marketing

Content Marketing

Web Analytics

Google Ads

Facebook Ads

Instagram Ads

LinkedIn Ads

PayPerClick Advertising

Display Advertising

Conversion Rate Optimization

Landing Page Optimization

Keyword Analysis

Microsoft Azure

Microsoft ads

Whatsapp Bot building

Whatsapp marketing

Sms marketing

Team Handling

Google Webmaster Tools

Google Tag Manager

Clarity

Brand Building

MIS Report

HTML

CSS

Wordpress

CMS

AI Agent Developer

Data Analyst

Power BI Enthusiast

ASO

Firebase

Education

DY Patil Institute Of Management Ambi (pursuing)

MBA/PGDM - Marketing

IIM Calcutta

Digital and AI Driven Marketing

Mar 2026

Calcutta University

B.Com

2015

Experience

Rupa & Co.

Manager - Digital Marketing

Jun 2026 - Present

Kolkata, West Bengal

- Develop and execute integrated digital marketing strategies across multiple brands under Rupa & Company Limited.
- Plan, execute, and optimize Media Buying campaigns across Google Ads, Meta Ads, YouTube Ads, Display Ads, Shopping Ads, OTT, CTV (Connected TV), and ATV (Android TV) platforms.
- Manage end-to-end Performance Marketing campaigns focused on lead generation, customer acquisition, and revenue growth.
- Handle App Marketing and App Store Optimization (ASO) to improve app visibility, installs, user engagement, and retention. (App name - Pragati - Rupa)
- Plan and execute Programmatic Advertising campaigns through DSP platforms to maximize audience reach and campaign efficiency.
- Manage Google Merchant Center, product feeds, Performance Max campaigns, and Shopping Ads.
- Track and optimize campaign performance using Google Analytics 4 (GA4), Google Tag Manager (GTM), Meta Pixel, Firebase, and Looker Studio.
- Collaborate with creative, product, sales, and agency teams to deliver high-impact digital campaigns.
- Execute seasonal, festive, and new product launch campaigns across digital channels.
- Drive organic growth through SEO, content marketing, and website optimization.
- Manage marketplace marketing initiatives for Amazon, Flipkart, Myntra, Ajio, and other e-commerce platforms.
- Analyze campaign performance, prepare executive dashboards, and provide actionable insights to improve ROI, ROAS, and customer acquisition.
- Monitor digital marketing trends and implement data-driven strategies to enhance overall brand performance.

Mindrill Systems & Solutions Pvt Ltd

Digital Marketing Manager

Dec 2025 - Jun 2026

Howrah, West Bengal

- Led international digital marketing & B2B demand generation across Russia, Peru, LATAM & CIS markets for mining and heavy equipment solutions.
- Successfully launched GME brand under Mindrill across Peru, Chile & Mexico, supporting international brand expansion and distributor outreach initiatives.
- Managed Google Ads, Meta Ads & Yandex Ads campaigns for global mining contractors, distributors, and industrial buyers, optimizing CTR, CPC, CPL & lead quality.
- Generated and supported an international sales pipeline contributing to high-value hydraulic drifter opportunities worth ~\$168K+ (₹1.6 Cr+ equivalent) within my 1st 6 months across global mining markets.
- Executed Russia-focused Yandex advertising strategies, adapting campaigns to local search behavior and market dynamics.
- Led Peru regional marketing operations, coordinating with local sales teams, distributors, and digital support resources to align marketing with on-ground execution.
- Designed and implemented WhatsApp automation, SMS campaigns & lead nurturing workflows, improving inquiry response time, distributor engagement, and conversion efficiency.
- Built and optimized industrial SEO frameworks for high-intent keywords such as hydraulic drifter, pneumatic drifter, underground mining equipment, strengthening organic visibility in competitive B2B niches.

- Developed technical content, SEO blogs, and backlink strategies to enhance domain authority and international search rankings.
- Conducted market intelligence & competitor benchmarking for Russia and LATAM mining equipment sectors to support go-to-market and export strategies.
- Improved lead-to-conversion performance through landing page optimization, CRO initiatives, and data-driven campaign refinement.
- Collaborated closely with export, product, sales, and leadership teams to align marketing execution with international business growth objectives.

Ginteja Insurance Brokers Private Limited (A Company of Shaym Steel Group)

Digital Marketing Manager

Dec 2022 - Dec 2025

Kolkata

- Increased online sales by 30% within one year through targeted campaigns.
- Achieved a 40% decrease in cost per acquisition via ad budget optimization.
- Spearheaded SEO initiatives, boosting organic traffic by 50%.
- Managed end-to-end marketing activities for multiple Android applications across Insurance, Steel, and FMCG domains.
- Worked on Google Play Console optimization and App Store Optimization (ASO).
- Optimized app titles, descriptions, keywords, screenshots, feature graphics, and metadata to improve discoverability.
- Planned and executed app promotion campaigns through Google Ads, Meta Ads, WhatsApp, SMS, Email Marketing, and Social Media.
- Improved app installs, user acquisition, engagement, and retention through performance marketing campaigns. (App name - WealthBuddy by Ginteja, Falcon Force by Ginteja, Shyam Sarathi by Shyam Steel, Shyam Steel Partner by Shyam Steel).
- Collaborated with product, development, and design teams during app launches and feature updates.
- Tracked app performance using Google Analytics, Firebase, and Play Console insights to optimize marketing strategies.
- Improved conversion rates by 25% with A/B testing and performance analysis.
- Built and deployed WhatsApp AI bots to automate claim support.
- Developed an AI portal to streamline offline policy entries, generating ₹80 Cr in revenue (and still running successfully).
- Designed a POSP lead database that contributed to a 70% sales increase.
- Organized kiosk activations, pamphlet distributions, and branding campaigns to strengthen visibility.
- Conducted awareness events at Brainware University, ICCR, SastaSundar, and Shyam Steel to promote insurance literacy.
- Established a massive social media presence for Ginteja while ensuring compliance with IRDAI regulations.
- Built AI agents to automate marketing workflows, improving efficiency.
- Scaled organic traffic from 0 to 20K visitors per month.
- Contributed to Ginteja's regional expansion from Kolkata to multiple states: Assam, Bihar, Jharkhand, Odisha, Tripura, Telangana, Andhra Pradesh, Tamil Nadu, and Karnataka.
- Managed Google Ads, Meta Ads, Microsoft Ads, and LinkedIn Ads for lead generation.
- Launched integrated email & SMS campaigns, achieving a 40% open rate.
- Led a website redesign project that enhanced user experience and boosted engagement.
- Conduct weekly sales meetings across all regions to review lead performance.
- Collaborate directly with directors of Shyam Steel and SastaSundar in monthly strategic review meetings.

Educrat IAS Academy Private Limited

Digital Marketing Manager

Sep 2019 - Dec 2022

Kolkata

- Rebuilt and optimized website UX & landing funnels, increasing lead conversion rate by 38%.

- Planned and managed Google Ads lead-generation campaigns (Search + Display), generating 3.5X ROI within 4 months.
- Reduced Cost-Per-Lead (CPL) by 45% through keyword restructuring, negative keyword mapping, and ad copy testing.
- Implemented conversion tracking (GA + Tag setup) to measure lead quality and improve campaign performance.
- Improved organic ranking from page 10 to top 3 positions for high-intent keywords related to IAS coaching.
- Collaborated with counseling/sales team to improve lead qualification and increase admissions.
- Designed high-converting landing pages and lead forms, improving inquiry volume by 60%.
- Built remarketing campaigns to retarget website visitors and abandoned leads.

Hydrocraft Engineers Private Limited

Digital Marketing Executive

Jul 2017 - Sep 2019

Kolkata

- Managed international B2B lead generation campaigns via Google Ads & Meta Ads targeting South Africa, Australia, and Middle East markets.
- Generated qualified distributor and dealer inquiries for industrial mining equipment.
- Reduced CPC by 30% and improved lead quality through keyword intent filtering and geo targeting.
- Executed SEO strategy including technical SEO, on-page optimization, and content marketing, increasing organic traffic by 70%.
- Created landing pages and WhatsApp inquiry funnels to convert visitors into business leads.
- Conducted competitor research and market analysis to identify new export opportunities.
- Managed WordPress website, blogs, and product pages for search visibility and conversion improvement.
- Coordinated with export sales team to track lead-to-order conversion performance.
- Handled social media marketing and brand awareness campaigns for international markets.

Hydrocraft Engineers Private Limited

Digital Marketing Intern

May 2017 - Jul 2017

Kolkata

- Assisted in PPC campaign setup, keyword research, and ad copy creation.
- Scheduled social media content and monitored engagement analytics.
- Prepared performance reports using Google Analytics and Search Console.
- Supported SEO audits and competitor keyword research.

Accomplishments

- Increased online sales by 30% YoY through performance marketing & conversion optimization.
- Reduced Cost Per Acquisition (CPA) by 40% via campaign restructuring and budget allocation strategy.
- Improved website conversion rate by 25% using data-driven campaign insights and landing page optimization.
- Scaled SEO efforts leading to 50% growth in organic traffic and improved keyword rankings.
- Planned and executed lead-generation funnels in collaboration with sales team, contributing to deal closures.
- Developed and implemented digital marketing strategies generating 15% revenue growth.
- Optimized paid advertising campaigns, lowering CPC by 20% across Google Ads & Meta Ads.
- Executed email marketing campaigns achieving ~40% average open rate.
- Increased customer retention by 18% through remarketing and re-engagement campaigns.
- Boosted brand awareness via influencer and social campaigns, increasing direct website traffic by 10%.
- Conducted competitor and market analysis identifying growth opportunities and new targeting segments.
- Implemented A/B testing on landing pages improving lead generation by 22%.
- Led website redesign project with cross-functional teams (designers, developers, sales), improving UX and lead capture performance.

Certifications

- Fundamentals of Digital Marketing - Google
- Digital marketing - Udemy
- Effective Stakeholder Communication and Negotiation Skills - Jaro Education
- Management Consulting - Jaro Education
- Performance Marketing and Growth Hacking - Jaro Education
- Digital Banking and Payments - Jaro Education
- How to Incorporate PPC Into Marketing Strategy For Increased Conversions - Semrush
- Digital Marketing - Hubspot
- AI Powered Marketer - Semrush
- Power BI - United Latino Students Association
- AI-powered performance ads certification - Google
- Campaign manager 360 - Google
- Google Ads Measurement certification - Google

Language

Hindi

English

Bengali