

Sanjay Nandy

Digital Marketing Manager and SEO Team Lead

Target Industry: IT Location Preference: Kolkata

✉ Sanjay.bawd@gmail.com

☎ +91- 9681580218, +91- 7908215699

Versatile, accomplished & goal-oriented professional with over 12 years of experience in SEO and Digital Marketing industry with content marketing, lead generation, organic search increasing, social media marketing, product visibility, Organic SEO strategy development and implementation, Website code and architecture optimization for search, SEO copywriting, Website evaluation and auditing and Web analytics.

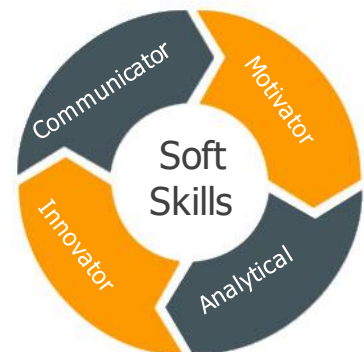
Executive Profile

- 3 years of experience in digital marketing industry with Google ads, Facebook ads, Instagram ads, LinkedIn Paid program.
- 7 years of experience in SEO industry as Team Lead; worked on developing SEO strategy and web analytics.
- 3 years of experience as a bidder and SEO project manager for offshore clients.
- Worked as the project coordinator for SEO clients.
- 4.5 years of experience in Lead Generation** from Australian market for services like web development, App Development and ERP(Odoo).
- Gained insightful experience in Email marketing.
- Performed the role of trainer** for around 2 years in various fields like – Content marketing, SEO on-page and Off-page, YouTube marketing, Creative ideas of content writing
- Experience in SEO On-page and Off-page strategy with content marketing.
- Helped designers and developers to make SEO friendly websites.
- 2 years of experience in landing page layout** designers
- Lead generation checking via Google analytics Goal setting.
- Content reviewing and helping content writers with innovative writing ideas.
- Visitor checking by Google analytics and Google search console.
- Generate website issues from Google search console** and solve the same with Coding from website backend.
- Worked on WordPress, Joomla, WooCommerce, Drupal, OpenCart, Custom PHP, Magento, HTML website for SEO On-page.
- Proficient in building, training & mentoring high-performing teams** for SEO projects.
- SEO and Digital Marketing Proposal creation for different clients.
- Worked on different SEO tools like, SEMrush, Spyfu, Apollo**
- Experience in Facebook and Instagram ads for the companies like MI(Xiaomi), Vivo, Samsung and other Offshore clients.
- Experienced** to manage large teams.
- Worked on Website Audit and analysis.
- Experienced in Amazon and eBay product listing, optimization and promotion to rank on Amazon and eBay.
- Worked on Local listing** for several offshore clients and for company itself I worked and rank on top of the listing.
- Experienced on Reputation management** for Companies and personal profiles and remove negative results from top Search Engine Result Pages (SERP).
- Worked on increasing the business ROI;
- Helped company like Spencer's to promote their APP on Instagram with **Influencing marketing**.
- Experienced in detailed competitor analysis.**

Key Impact Areas

Google ads	Facebook Instagram ads
On-page and Off-page SEO	Content Marketing
Content Idea Creator	Team Handling
Social media Optimization	Website Audit
Lead Generation	Google Analytics

Soft Skills



Education:

- **M.C.A (Masters of Computer Application)** from JIS College of Engineering, W.B.U.T., Kalyani in 2009
- **B.Sc. (Hons)** from Sarsuna College, University of Calcutta, Kolkata on 2006
- **Higher Secondary (H.S.)** from Bairatiguri High School, Jalpaiguri, 2003
- **Madhyamik** from Bairatiguri High School, Jalpaiguri, 2001

Technical Skills

Search Engines: Google, Yahoo and Bing

Website Platform worked on: WordPress, CodeIgniter, OsCommerce, Opencart, Magento, Drupal, Joomla, Custom PHP, HTML, DotNet, WooCommerce,

Tools: SEMrush, Spyfu, Apollo, WooRank, SEOtools, All in SEO, Yoast, Google Analytics, Google Search Console, Gtmatrix, W3Validation, Copyscape, SEOsitecheckup, Google ads keyword tool, Facebook ad Manager

Server Worked on: Godaddy, Hostgator, Bluehost

Professional Experience

Since Feb'21 to Present BlueHorse Software Pvt. Ltd., Kolkata

Key Result Areas:

- Engaged as Digital Marketing Manager for average 5 persons with link builders, content writers, social media executives, video creator and account manager.
- Managing 3 inhouse websites with the keywords around 300.
- Create landing page layout for Google ads for Inhouse projects with designers.
- Create Google local listing for inhouse domains and offshore clients.
- Online reputation management for inhouse domain on Google.
- Successfully placed around 100 keywords on top 5 in Google.com.
- Run paid program and Facebook ads.
- Handled Email campaigns for clients with Mailchimp paid account.
- Worked on Apollo.io to get emails and phone number to generate leads.
- Communicate with offshore clients via emails and calls.
- Analyzed the websites and take effective solutions for the errors.
- Review the content and suggest the topic to write to get more user engagement and lead generation.
- Lead the team for content marketing.
- Made Platinum level expert author in Ezine articles to get valuable backlinks and visitors to the website.
- Trained team members about the latest trending strategies and outcomes.
- Increased domain authority for every domain.
- Working SMM projects Like Koranm, **Mannyvar**, Mufti Jeans
- Worked with "The Souled Store" as SEO analyst.**
- Working on several SEO projects now like Hotel Utopia, Avizo, Zipteams, WeTrade, Artisansrose and BimaBucket
- Closely monitor Google analytics and Google search console.

Highlights:

- Worked on Email marketing, LinkedIn, Facebook, Google ads platforms to get leads.
- More than 100 keywords are on the top listing for all inhouse domains.
- Created landing pages for A/B testing for Google ads.
- Trained around 5 team members on SEO and Digital marketing trends.
- Promoted a website blog and got 5000 visitors from all over the world.
- Coordinated with clients and changes made according to their instructions.
- Worked on different website platforms like WordPress, Magento, Joomla, Drupal, OpenCart and more.
- Worked with "**The Souled Store**" marketing and development team to analyze their Google search console and Google analytics. Created PPT on the visitor's improvement and meta tags for 122 category pages.
- Managed Social media posting for inhouse projects and client's projects.

Since May'16 to Sep,20 with Envertis Infosoft Pvt. Ltd., Kolkata

Key Result Areas:

- ⦿ Engaged as Team lead for average 12 persons with link builders, content writers, social media executives and account manager.
- ⦿ Managing 8 inhouse websites with the keywords around 500.
- ⦿ Managed Google ads for inhouse domains for Australia market and offshore clients for Germany, England and Australia market.
- ⦿ Create landing page layout for Google ads for Inhouse and offshore clients with designers.
- ⦿ Create Google local listing for inhouse domains and offshore clients.
- ⦿ Online reputation management for inhouse domain on Google.
- ⦿ Successfully placed around 100 keywords on top 5 in Google.com.au
- ⦿ Run LinkedIn paid program and Facebook ads.
- ⦿ Handled Email campaigns for clients with Mailchimp paid account.
- ⦿ Worked on Apollo.io to get emails and phone number to generate leads.
- ⦿ Communicate with offshore clients via emails and calls.
- ⦿ Analyzed the websites and take effective solutions for the errors.
- ⦿ Review the content and suggest the topic to write to get more user engagement and lead generation.
- ⦿ Lead the team for content marketing.
- ⦿ Made Platinum level expert author in Ezine articles to get valuable backlinks and visitors to the website.
- ⦿ Trained team members about the latest trending strategies and outcomes.
- ⦿ Increased domain authority for every domain.

Highlights:

- ⦿ Got around 1000+ leads from Australian market on web development, App development and ERP(Odoo).
- ⦿ Lead conversion ratio is more than 30%
- ⦿ Worked on Email marketing, LinkedIn, Facebook, Google ads platforms to get leads.
- ⦿ More than 100 keywords are on the top listing for all inhouse domains.
- ⦿ Created landing pages for A/B testing for Google ads.
- ⦿ Trained around 35 team members on SEO and Digital marketing trends.
- ⦿ Promoted a website blog and got 10,000 visitors from all over the world.
- ⦿ Coordinated with clients and changes made according to their instructions.
- ⦿ Worked on different website platforms like WordPress, Magento, Joomla, Drupal, OpenCart and more.
- ⦿ Created Branding with social media for Reverence (Facebook, Instagram).

Since Dec'12 to Jan,16 with BlueHorse Software Pvt. Ltd., Kolkata

Key Result Areas:

- Engaged as Team lead for average 6 persons with link builders, content writers, social media executives and account manager.
- Managed Google ads offshore clients for US market.
- Create landing page layout for Google ads for Inhouse and offshore clients with designers.
- Create Google local listing for inhouse domains and offshore clients.
- Create Online reputation management for personal profiles.
- Successfully placed around 200 keywords on top 5 in Google.com, Google.com.au and Google.co.uk
- Do bidding for SEO projects and increased company's ROI.
- Handled 2 bidding accounts on Guru and Elance (Now Upwork)
- Communicate with offshore clients via emails and calls.
- Create the Amazon product listing, optimization and promotion.
- Analyzed the websites and take effective solutions for the errors.
- Review the content and suggest the topic to write to get more user engagement.

Highlights:

- Managed 40 clients from all over the world.
- Worked on Amazon Product Optimization (APO).
- Create the marketing strategy for clients.
- Worked on different domains like, Service, Entertainment, Travel, eCommerce, Education and more.
- Competitor analysis for clients.
- Monthly report creation for all projects.
- Coordinated with clients and changes made according to their instructions.
- Worked on different website platforms like WordPress, Magento, Joomla, Drupal, OpenCart and more.

Since April'11 to Jun,12 with Appsbee Solutions, Kolkata

Key Result Areas:

- Engaged as Internet Marketing Executive with lots of responsibilities.
- Total off-page activities with Article, blog, classified ads, press releases, social bookmarking submission.
- On-page activities with Meta tags, robots.txt, sitemap, htaccess creation & addition.
- Keyword analysis for websites and addition in content with Header tags.
- Inbound links and outbound links checking and link building for websites.
- Increase the visibility by increasing votes by the webmasters.
- Social media promotion on Facebook, twitter and Pinterest.
- Check Google analytics and webmaster tool for visitors' details and website issues respectively.
- SEO strategy for clients and execute the same.
- Reports creation for clients.

Highlights:

- Worked on Digg, StumbleUpon, Reddit and other social bookmarking platforms.
- Managed to get rank on 1st page for mid competitive keywords within a day.
- Had a large number of link submission websites.
- Guide the team to create different format of content to submit.
- Competitor analysis for clients.
- Worked on different website platforms like WordPress, Magento, Joomla, Drupal, OpenCart and more.
- Got appreciation form offshore clients.

Since May'10 to Apr,11 with Maketick Solutions, Kolkata

Key Result Areas:

- Engaged as a Link Builder with Off-page activities.
- Total off-page activities with Article, blog, classified ads, social bookmarking submission.

- On-page activities with Meta tags, robots.txt, sitemap, htaccess, image alt tags creation & addition.
- Inbound links and outbound links checking for websites.
- Blog comments and forum postings for client's websites.
- Increase the visibility by increasing votes by the webmasters.
- Social media promotion on Facebook and twitter
- Check Google analytics and webmaster tool for visitors' details and website issues respectively.
- SEO strategy for clients and execute the same.
- Reports creation for clients.

Highlights:

- Worked on Digg, StumbleUpon, Reddit and other social bookmarking platforms.
- Managed to get rank on 1st page for mid competitive keywords within a day.
- Had a large number of link submission websites.
- Link exchange done for several websites.
- Got backlinks from PR7.

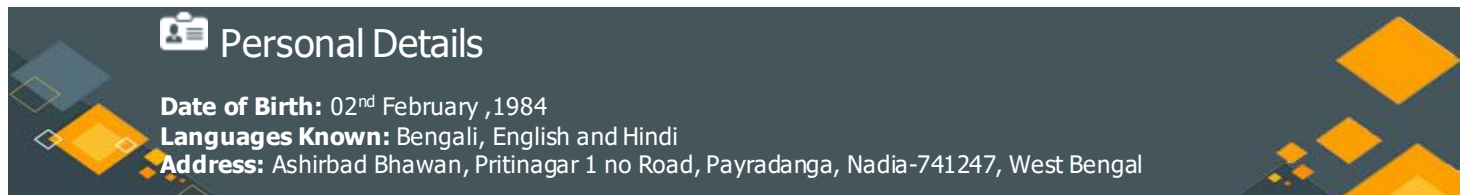
Hired as a Campaign Manager for 1.5 months (Nov 6'20 to Dec 12' 20)
by **Markets and Concepts**

Key Result Areas:

- Managed campaigns for MI (Xiaomi) for 11 States (West Bengal, Bihar, Jharkhand, Odisha, Assam and North East) for Facebook and Instagram for Diwali and Ningul Chakauba.
- Create the reports for MI Facebook and Instagram pages for 11 pages.
- Managed campaign for VIVO west Bengal for Diwali.
- Managed Influencers for creating ads on Instagram for Spencers.
- Made proposals for Chai Break, Shyam Steel, EiSomoyLive with website and detailed competitor analysis.
- Set up Guru profile.
- Strategized the promotion for new phone launch for VIVO.

Highlights:

- Managed 2.5L amount of Facebook and Instagram Campaigns.
- Managed to retrieve the blocked account of Instagram of MI Assam.
- Unlocked the Facebook ad manager account.
- Managed 30K amount of Facebook campaigns
- Worked on reach, Engagement, Likes, Video views for Facebook and Instagram Campaigns.



Personal Details

Date of Birth: 02nd February ,1984
Languages Known: Bengali, English and Hindi
Address: Ashirbad Bhawan, Pritinagar 1 no Road, Payradanga, Nadia-741247, West Bengal

Annexure

Projects Handled

Client: MI India

Period: Nov'20 to Dec'20

Team Size: 1

Environment: Facebook and Instagram

Description: Managed to run Facebook and Instagram campaigns for (6+6) pages. Create the ads for specific posts and boost them to get more reach and engagement. Age limit was 17-50. Budget was 50K each for West Bengal, Bihar, Jharkhand, Odisha and 35K for Assam and 15K for North East areas for Facebook and Instagram both.

Objective: To reach more local people and drive them to buy MI products from their local store or Buy from Flipkart or Amazon. Promoted the stores, Products with offers, discounts, Dance contest and more.

Role: Campaign Manager

Client: VIVO West Bengal

Period: Nov'20 to Dec'20

Team Size: 1

Environment: Facebook

Description: Managed to run campaign for VIVO West Bengal page. Create ads for videos to engage more reach and engagements. Increased the influencers video views for VIVO West Bengal.

Role: Campaign Manager

Client: Inhouse

Period: May'16 – Oct'20

Team Size: 8

Environment: WordPress, Custom PHP

Description: Had 8 inhouse domains with the service provider of Website development, App Development and ERP (Odoo) provider. <https://www.getaprogrammer.com.au/>, <https://www.envertis.com.au/>, <https://www.envertis.in/>, <https://www.vnsinfo.com.au/>, <http://dotnetprogrammers.com.au/>, <http://www.phpprogrammers.com.au/>, <http://www.websites4u.com.au/>, <https://www.webenergise.com/>. Submit fresh content with on Google trending topic and make the targeted keywords rank on Google.com.au. Generate lead from different sources like Google Organic searches, Google ads, LinkedIn, Facebook, Email marketing, Apollo.io searching. In 4.5 years, the lead count is near about 1000+.

Objective: To grab leads from Australia market on Website development on WordPress, Magento, Joomla, OpenCart, Mobile app development on Android and iOS, ERP on Odoo.

Role: Team Lead

- Resolved the critical issues found in the websites and make them back to the ranking.
- Never effected by any Google algorithm updates.
- Grab the leads from various resources like Google organic and Inorganic, Facebook, LinkedIn, Email Marketing, Local listing.
- By Local listing got the lead from Syndicate Jewelers, Somany Tiles, Renowned Engineering College for ERP development.

Client: Konfer Executive Group

Period: Oct'19 – Mar'20

Team Size: 4

Environment: WordPress, Custom PHP

Description: Konfer Executive Group was having 2 parts. Organic and Inorganic Ranking for their website in Australia, German and England. They conduct international executive search for various firms. Increased the organic visibility for the website and Inorganic as well.

Objective: They are needed to find out by any companies who are searching for executive employees from all over the world from Google Organic and Inorganic.

Role: Team Lead

- Created a landing page for Google ads.
- Set up the Google ads campaign for 3 countries Australia, UK and Germany.
- Worked on the SEO strategy and goal to get top position for certain keywords.

Client: Reverence

Period: Nov'16 – Oct'20

Team Size: 2

Environment: Facebook, Instagram, WhatsApp

Description: Reverence is a cloth brand for ethnic, bridal and women apparels.

Objectives: Increase the visibility on Facebook, Instagram and WhatsApp. Social media branding for Reverence.

Role: Team Leader

Client: Toner Trader, MHF, FrogOnline, Textile Magazine, Motor India, Jamaica Coffee Beans, iKoaka, Glix furniture, sexlocal.com

Period: May'16 – Oct'20

Team Size: 8

Environment: WordPress, Laravel, Magento, CodeIgniter

Description: All the above projects are for the clients. Wrote articles, blogs, classified ads, Guest Blogs, Ezine articles, bookmarks, Business listing, Quora blogs to submit to get backlinks.

Objectives: To get better rank on Google and get more visitors which will turn into customers.

Role: Team Leader

Client: Milk Thistle, Glucosamine, mxx accessories llc, Niwali, Natural colon Cleanse, Collagen Supplements, Calcium vitamin 500, Monkey and Bananas, GMX naturals, Gemix,

Period: Dec'12 – Oct'20

Team Size: 3

Environment: Amazon

Description: Optimize the Amazon listing and promote them to targeted visitors.

Role: Team Leader and Project Coordinator

Client: BHSupercars, Funjourneys, Lifeofwriters, Gemix, NatureLifeInc, LivePCDoctor, EuroSchooloftennis, texaspowernews, plantpositivitygi, solevwedding, risetoempower, hoistpartsnow, theBJGroup, Vannbegely,

Period: Dec'12 – Jan'16

Team Size: 6

Environment: WordPress, Laravel, Magento, CodeIgniter

Description: Done SEO On-page and Off-page activity to increase the visibility on Google.

Role: Team Leader and Project Coordinator

Client: Indian Grocery
Period: Mar'12 – Sep'20

Team Size: 3

Environment: Custom Framework

Description: Increase the organic visibility on Google. Facebook posting and promoting. Make the website on top page ranking for certain keywords and sell the products from website about \$50K per month.

Role: Team Leader and Project Coordinator

Client: Smart Delivery Service Inc

Period: Jan'13 – Oct'20

Team Size: 3

Environment: WordPress

Description: Increase the organic visibility on Google. Facebook posting and promoting. Make the website on top page ranking for certain keywords. Manage organic and inorganic campaigns to get reach and visibility. Create the local listing for 2 offices and set up the rich snippet code to the website.

Role: Team Leader and Project Coordinator