

# TANYA BHATTACHARYA

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15+ years of extensive experience in Digital Marketing for worldwide customers

- Specialist in Search Engine Optimization/marketing and Social Media marketing
- Certified Google Ads Specialist
- Create and convert leads, engage customers in the digital space
- Proficient in developing strategies for brand building within Facebook, Twitter, Pinterest, Google+, Linked In, Instagram etc.
- Performance tracking and improvising digital marketing campaigns through different web analytics and social media analytics tools
- Work experience spanning Australia, USA, UK, Canada, etc. has resulted in rich experience of working in cross-cultural atmosphere and international teams
- Certified PPC, Web Analytics, Social Media practitioner

## CAREER SUMMARY

Oct 2018	-	Till Date	:	Newpathweb
Aug 2022	-	Till Date	:	Preston Building Pty Ltd, Australia
Aug 2016	-	Jul 2022	:	A' La Marketing, Australia
Jan 2015	-	Jul 2016	:	Stubbs Law, Australia
Dec 2013	-	Sep 2015	:	Mommy Kat & Kids, Canada
April 2012	-	Aug 2015	:	Confident Life, UK
Feb 2014	-	March 2015	:	Planet & GO, USA
April 2012	-	Dec 2014	:	Healthier Living, USA
Jan 2009	-	May 2012	:	Holistic Health, France
April 2007	-	Dec 2010	:	Various Customers through Upwork (formerly Odesk)

## EDUCATION/ TRAINING / CERTIFICATION

Masters of Information Technology, IISWBM	- 2007
Bachelor of Science, Calcutta University	- 2005
Certified Social Media Practitioner, Market Motive	- 2014
Certified PPC Practitioner, Market Motive	- 2014
Certified Web Analytics Practitioner, Market Motive	- 2014

## KEY SKILLS & COMPETENCIES

### Search Engine Optimization/Marketing

- Keyword research and analysis
- Pre-design SEO/SEM performance analysis

- Organic search marketing and online lead generation
- Google Ads
- Pre- & Post-SEO Competitor Analysis & Monitoring
- Link building and baitin
- SEO CMS like Wordpress, Joomla, Magento etc.
- Paid advertising campaign like PPC, Google Adwords etc.

#### Social Media Marketing

- Facebook and Open Graph Optimization, Graph Search Optimization, Facebook page management, Facebook event management, Facebook organic campaign management, Facebook ads, Facebook CPC and OCPM campaigns, Creating Custom Audience through Audience Insight
- Twitter & Facebook Status Update Management, Twitter & Facebook follower/fan base increase, Twitter ads,
- Blog Marketing in Social Media, Social Media reputation monitoring and management, Wordpress SEO
- Power Networker in LinkedIn, Facebook, Twitter, Google+, Pinterest and other online social media for professional relationships and online reputation building.

#### Digital / Web Marketing & Analytics

- Proficient in using Google Analytics, SEMRush, Ahref, Serpfox, Screaming Frog, SEOMoz, Majestic SEO, SEO Power Suite, SENuke, WebStream, Piwik, AwStat, Hootsuite, Radian6, Sysomos, Mailchimp, Aweber, Infusionsoft, Tailwind, Tagboard, Atomic App, Leading App, IFTTT etc. and Social Media Analytics like: Facebook Insights, Bitly, sniply and Short URL Tracking, Wildfire etc.
- Expert in Goal Setup, goal and event tracking, URL Building and tracking for web, ads, and emails

#### Web Designing /Content Development & Internet Marketing Blogging

- Experienced in Technical Copywriting & Corporate Blogging: Content research, on-desk & off-desk information sourcing, competitors' content analysis, preparing thematic contents, WordPress Content Management System.
- Analyze keyword density; perform SEO/SEM operations, content plagiarism management, etc. Highly experienced in SEO Copy rewriting, Content Spinning, Web copy, etc.
- Basic web designing using HTML, DHTML, CSS, Dreamweaver and graphic designing using Adobe InDesign, Adobe Photoshop, Lightroom etc

#### Career History

**Company:** **Newpathweb**  
**(<https://www.newpathweb.com.au/>)**

**Role:** **Digital Marketing Specialist**

**Duration:** Oct 2018 – Till Date

**Responsibilities:**

- Managing client accounts and creating digital marketing strategies for Newpathweb clients
- Implementing these strategies including content creation and other on and off page optimization
- Using SEO techniques to drive targeted traffic to client websites while getting their sites ranked on Google Page 1 (both on Maps and Search Listing) for desired keywords.
- Creating and implementing inbound strategies to drive more traffic to client websites and generate leads
- Managing social media platforms for clients, this includes planning, creating and implementing content on a range of social networks including: Facebook, Twitter, LinkedIn, Pinterest and Instagram
- Setting up and managing paid advertising for clients both on Google and Facebook.
- Measuring performance and creating monthly reports for clients using Google Analytics and other reporting tools like SEMRush, MozSEO, Ahrefs to track traffic, sales, revenue and overall ROI.
- Coordinating with other team members (developers, designers and content writers) to manage complete digital marketing portfolio

**Company:: Preston Building Pty Ltd, Australia**  
(<https://www.prestonbuilding.com.au>)

**Role : Digital Marketing Specialist**

**Duration :** Aug 2022 – Till Date

**Responsibilities:**

- Creating and implementing digital marketing strategies including content creation and other on and off page optimisation.
- Using SEO techniques to drive targeted traffic to client websites while getting their sites ranked on Google Page 1 (both on Maps and Search Listing) for desired keywords.
- Creating and implementing inbound strategies to drive more traffic to client websites and generate leads.
- Managing social media platforms for clients, this includes planning, creating and implementing content on a range of social networks including: Facebook, Twitter, LinkedIn, Pinterest and Instagram.
- Measuring performance and creating monthly reports for clients using Google Analytics and other reporting tools like SEMRush, MozSEO, Ahrefs to track traffic, sales, revenue and overall ROI.
- Coordinating with other team members (developers, designers and content writers) to manage complete digital marketing portfolio.

**Company : A' La Marketing, Australia**  
(<https://www.alamarketing.com.au/>)

**Role : SEO Manager**

**Duration : Aug 2016 – July 2022**

**Responsibilities:**

- Managing several client accounts and creating digital marketing strategies for each client across a wide range of industries.
- Implementing these strategies including content creation and other on and off page optimization
- Using SEO techniques to drive targeted traffic to client websites while getting their sites ranked on Google Page 1 (both on Maps and Search Listing) for desired keywords.
- Creating and implementing inbound strategies to drive more traffic to client websites and generate leads
- Managing social media platforms for clients, this includes planning, creating and implementing content on a range of social networks including: Facebook, Twitter, Google+, LinkedIn, Pinterest and Instagram
- Measuring performance and creating monthly reports for clients using Google Analytics and other reporting tools like SEMRush, MozSEO, Ahrefs to track traffic, sales, revenue and overall ROI.
- Coordinating with other team members (developers, designers and content writers) to manage complete digital marketing portfolio

**Project:SEO/SEM & Social Media Management – Stubs Law**  
**Client:Rachel Stubbs & Associates ([www.stubbslaw.com.au](http://www.stubbslaw.com.au)),**  
**Australia Role:Social Media Manager**  
**Duration:Jan 2015 to July 2016**

**Responsibilities:**

- Content Planning, Keyword research, Optimization & Posting in Wordpress
- Search engine optimization of individual blog posts by adding relevant meta tags using SEO yoast.
- Posting in LinkedIn, twitter, Google+, pinterest and steadily increasing twitter, pinterest and Google+ followers through content sharing.
- Brand promotion and managing all social media profiles
- Measuring performance through different web analytics tools and analyzing results for on-going improvements using Google Analytics, Stat counter, Piwik etc.

**Project:SEO/SEM & Social Media Management – Mommy Kat & Kids,**  
**Canada Client:Mommy Kat & Kids, Canada ([mommykatandkids.com](http://mommykatandkids.com))**  
**Role:Social Media Manager**

**Duration:**Dec2013to Sept  
2015

**Responsibilities:**

- Design, develop, discuss and suggest best online advertising & marketing solutions
- Defined overall strategy for all Social Media channels
- Develop & coordinate promotions, stories, concept around business to spark social networks using Google+, Facebook, Twitter, LinkedIn, Pinterest, Stumbleupon etc.
- Periodic campaign management for different giveaway products and publishing progress reports
- Content Planning, Posting and Optimization in Wordpress

**Project** :SEO/SEM & Social Media Management  
**UK Client** :Confident Life, UK  
**Web Sites** :[countrymusicromance.com](http://countrymusicromance.com) | [singles40plus.co.uk](http://singles40plus.co.uk) | [countrysidefriends.co.uk](http://countrysidefriends.co.uk)  
**Role** :Social Media Manager  
**Duration** :April 2012 to Aug 2015

**Responsibilities:**

- Strategized, planned and implemented to increase subscribers and members of three newly launched dating websites
- Established, developed and managed facebook, twitter and Google+ pages for 3 dating websites
- Defined objectives, determined KPIs, strategized and implemented Google PPC campaign and Facebook CPC campaign
- Measuring performance through different web analytics tools and analyzing results for on-going improvements

**Project:**Social Media Management & Marketing  
**Client:**<http://planetandgo.com>, USA  
**Role** :Social Media Manager  
**Duration:**Feb 2014 to March  
2015

**Responsibilities:**

- Managing social media profiles and scheduling posts using hootsuite, Facebook, Google+, twitter and pinterest.
- Increased fans and followers by 80% at the end of first month through organic reach.
- Increased web traffic by 32% at the end of the first month through content sharing and social media marketing initiative (only organic)
- Increased traffic to the website through relevant content sharing from high PR blogs and websites using sniPLY
- Defined objectives, determined KPIs, strategized and implemented Google PPC campaign and Facebook CPC campaign

**Project:SEO & Social Media Management – Healthier Living,  
USA Client:Healthier Living, USA ([mywellnessrevolution.com](http://mywellnessrevolution.com))**

**Role :Social Media**

**Manager Duration:**

April 2012 to Dec 2014

**Responsibilities:**

- Design, develop, discuss and suggest best online advertising & marketing solutions
- Regular maintenance and updates of websites content using CMS platforms like Zoomla, Word press etc. as well as using web designing tools
- Established, developed and managed facebook page.
- Increased facebook fans from 0 to 16K+ through organic reach (mainly) through 3 short CPC campaigns of
  - \$20 each.
- Assessed, strategized, implemented and managed Facebook ad campaigns (CPC & OCPM) to increase traffic and subscribers. Had a conversion rate of 37.5% and increased client revenue by 43%
- Integrated website analytics and social media analytics to assess customer behaviour and created custom audience using Audience Insight
- Improved existing websites (navigation, design, usability) and created landing pages for A/B multivariate testing
- Manage and work with cross functional team of developers, content editors, designers to execute online strategies

**Project:SEO & Social Media Management –Holistic Health,**

**France Client:Holistic Health, France**

**([dawncampbellholistichealth.eu](http://dawncampbellholistichealth.eu))**

**Role :SEO & Social Media Consultant**

**Duration:Jan 2009 to May 2012**

**Responsibilities**

- Design, develop, discuss and suggest best online advertising & marketing solutions
- Regular maintenance and updates of websites content using CMS platforms like Magento, Word press etc. as well as using HTML, DHTML, web designing tools (dreamweaver etc.)
- Develop & coordinate promotions, stories, concept around business to optimise social networks using Google+, Facebook, Twitter, LinkedIn, Pinterest etc.
- Periodic campaign management, email marketing, scheduling newsletters in mailchimp and publishing progress reports
- Keyword research, search engine optimization, content spinning of individual blog posts by adding relevant meta tags using SEO yoast.

- Liaise with web development, content editors, designing team to optimise website as per the marketing strategy

**Project:SEO & SMO Management for various customers**

**Client:Various Customers through Upwork (formerly Odesk)**

**Role :SEO & SMO Consultant**

**Duration:April 2007 to Dec 2010**

**Responsibilities:**

- Content planning and keywords
- Writing blog post, web content, articles optimized for SEO
- Managing content in Wordpress and different content management tools like Zoomla etc.

**PERSONAL DETAILS**

Date of Birth : 31.10.1981

Reference : On Request

Place: Carnegie, Victoria **TANYA BHATTACHARYA**