

SAMBID KUMAR MAHAPATRA

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Professional Summary

Digital Marketing Manager with over 8+ years of full-time experience, holding 70+ digital marketing certifications from major IT giant companies such as: Google, Microsoft, Facebook, Twitter, LinkedIn, Semrush, Hubspot. Well-acquainted with creating data-driven marketing campaigns, SEO, social media management, content marketing, project management, six sigma quality control and people management.

To view my Licenses & certifications, click on my LinkedIn profile by clicking the below URL:

 [View Certificates/Credentials](#)

Skills

Six Sigma Black Belt	Project Management(PMP)	Google Analytics	HubSpot CRM
HootSuite	SEMrush Tools	Proficiency: SEO & SEM	Proficiency: Pay-per-click (PPC)
Website Design	Web Development	Graphic Design	HTML
CSS	PHP	JavaScript	Word Press
WIX	Microsoft Office 365	VBA	Advanced Excel
Adobe Photoshop	Email Marketing	Content Development	Content Writing
Copy Writing	Online Marketing	Early Adoption	New Business Development
Event Networking	Marketing Strategies	Cold Calling Skills	Revenue Generation
Social Media Activities	Social Media Expert	Strategic Planning	Web Analytics
Data Analytics	Prospecting Customers	SEM Strategy Development	Adobe Creative Suite
Audience Outreach	Content Marketing	Calculating ROI	CRM
Google Adwords	Inbound & Outbound Calling	Digital Marketing Strategy	Team Management
Attrition Management	Shrinkage Management	Quality Assessment	Auditing & Reporting
Meeting Scheduling	Conducting Meeting	New Talent Hiring and Training	Mobile Marketing
YouTube Marketing	Artificial Intelligence	Automation	Effective Communication
Amazon DSP	LinkedIn Marketing Strategy	YouTube Marketing	Facebook Marketing
Twitter Marketing	Instagram Marketing	Loomly	Sprout Social
SendGrid	Ahrefs	Clearscope	Unbounce
Hotjar	Clearbit	OptiMonk	Creatopy
Visme	Venngage	Canva	Adobe Photoshop
MailChimp	Asana	BuzzSumo	MeetEdgar
Buffer	Trello	Slack	Yoast SEO
Mixpanel	PersistIQ	ActiveCampaign	Zoho SalesIQ
Leadfeeder	Tube Buddy	Google Search Console	Google Forms
Google Alerts	Google Trends	Google Data Studio	Moz Pro
Adobe Sign	DropBox	Fiverr	Upwork
VWO-Conversion rate optimization (CRO)	Screaming Frog SEO	Fraser	Google Keyword Planner
Google Trends	WordStrem	Onalytica	PageSpeed Insights
Adobe Target	Google Optimize 360	Iconosquare	Whatagraph
AgencyAnalytics	DashThis	Channable	Screendragon
People HR (HRMS Software)	Salesforce CRM	WorkflowMax PMP	Microsoft Visio

Microsoft Project	Power BI	Apache Spark	Tableau
SAS Business Analytics (SAS BA)	QlikView	Splunk	KNIME

Work History

Digital Marketing Manager	
<i>Saffrontech.net-New Delhi, India</i>	<i>11/2021 to Current</i>

Saffron Tech is a comprehensive digital marketing agency offering affordable SEO, Social Media, Paid Marketing, and Web Development services to meet clients' requirements, budget, and business expectations.

- Managed, lead and coordinated various teams of up to 50 people to perform marketing programs. This included collaboration both with internal and external teams.
- A team of 25 professional Digital Marketing Associates, 10 Web Development Associates, 5 Data Analysts, 5 Inbound Customer Care Executives and 10 Outbound Customer Care Executives are reporting to me .
- Project managed digital marketing campaigns which were heavily focused on revenue generation and customer retention.
- Generated, produced and maintained 42 end-to-end marketing and PR projects of which three became viral stunts. Completed all the projects within an approved budget, timescale and expected quality.
- Created annual media plans which increased media reach and frequency while reducing spend by 20%.
- Developed and implemented a leads generation plan, resulting in \$5.1 million in revenue over three years.
- Achieved a marketing return on investment of 150% over a two-year period.
- Managed a \$3.2 million annual budget and effectively achieved marketing goals while staying within budget.
- Implemented social media advertising through LinkedIn and YouTube which generated 112,000 impressions and added 5,000+ followers in a 6-month period.
- Generated 120 qualified leads in 2020, surpassing our goal by 100%.
- Reviewed projects as per DMAIC phase wise tollgates (DMAIC stands for Define, Measure, Analyze, Improve, Control) and provided feedback to the Senior Project Lead and field questions to provide clarity to the resources.
- Supervised reenlistment and bonus incentive processes for over 20 enlisted employees with a managed Attrition Rate of 12%.
- Maintained the Shrinkage Percentage between 30 and 35% for the company across 12 months.
- Projects consisted of email marketing, landing pages, SEO and SEM, Social Media/Web components such as Facebook, Pandora, YouTube, Twitter, Instagram, Snapchat, Pinterest, LinkedIn, Blogs, Website Contents.
- Participated in user acceptance testing (UAT) and Quality Assurance on all projects.

- Drove all digital marketing tactics, which include email marketing, landing pages, SEO/SEM, paid search, banner placement, analytic tagging, mobile optimization, and social components.
- Developed and provided tagging scripts and URL tags for each marketing tactics, created user friendly dashboards and reports using Adobe SiteCatlyst, hosted weekly meetings to discuss analytic metrics, KPIs, and provided recommendations based on data.
- Improved campaign strategy to increase sales with social media engagement.
- Decreased marketing budget by 12% while continuing sales growth.
- Increased ROI by 15% for social media content and marketing.
- Executed market intelligence gathering to provide insights into market conditions, pricing, portfolio development, competitor activity and customer behaviour.
- Monitored Web performance by collecting, analyzing, and summarizing data and trends.
- Managed all social media accounts ensuring up-to-date, informative, appealing and relevant content.
- Provided weekly and monthly reports on web traffic and ROI.
- Led new talent acquisition and recruitment processes for over 50 new full-time hires.
- Conducted employee on boarding and helped organizing over 2K hours of training and development initiatives.
- Prepared and submitted daily production report of my team members to the Senior Digital Marketing Manager on daily basis with annual quality percentage of 98.63%.
- Prepared SOP's for projects and audited the production report of the employees on daily basis.
- Monitored, documented and prepared weekly production, expense and performance status reports.
- Assisted with the Senior Project Managers and R&D team in performing multiple internal marketing functions such as doing keyword and content analysis for a client's digital media advertisements.

Billing Manager- Digital Marketing

<i>Magnum IT Solutions Pvt.Ltd-Chennai,India</i>
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<i>08/2018 to 10/2021</i>

A leading IT,Digital Marketing,Medical Billing services provider with 200 employees generating revenue of USD 3 mn.

Supervised a team of 25 members

- Email Marketing & Web Content Writing
 - Orchestrated 100+ e-mails per day to promote products and services leading to a 30% increase in sales
 - Developed tutorial scripts, FAQ's, emails and communication briefs
 - Wrote 3+ blogs & articles spanning 700-800 words by maintaining 100% quality with zero plagiarism
- Social Media Marketing & SEO

- Edited & updated the old posts by complying with SEO guidelines & proofread the posts sent by 10+ freelancers
- Created content for social media for various platforms such as Facebook, Instagram, Twitter and LinkedIn; increased traffic by 10%
- Google Analytics & Google Ads
 - Successfully implemented Google Analytics for boosting the productivity and tracking various measurements.
 - Created content for social media for various platforms such as Facebook, Instagram, Twitter and LinkedIn; increased traffic by 10%
- Keywords Optimization & Client Relationship Management
 - Created interesting posts for the company's major clients on social media with zero plagiarism
 - Deployed Google Ads Keyword Planner to find the top ranking keywords to write keyword optimized blogs
 - Maintained Excel sheets to manage the total number of posts needed to be posted on a weekly basis ; ~40 posts weekly
- Knowledge Transfer(KTs) and Site Ranking
 - Arranged KTs and assigned topics to employees to train new writers in SEO and latest tools and equipments
 - Tracked daily site ranking and CTR through SEMrush and Google Analytics & increased organic traffic on the website
- Web Content & Team Management
 - Wrote ~6000 words daily by creating articles , blogs, news, outreach and social media content
 - Spearheaded content writing team of 50 members & edited their work to make it 100% plagiarism-free & error-free
 - Interviewed 50+ candidates and trained 20+ interns & new recruits
 - Maintained minimal attrition and shrinkage percentage in my team ,
- Editing & Copy Writing
 - Promoted the website through e-mail marketing and acquired 25+ new clients
 - Communicated with 100+ freelancers, assigning them topics & editing their blogs
 - Coordinated with the designing team to create relevant info graphics & rendered feedback & suggestions
 - Orchestrated copywriting work such as pamphlets, brochures, banners & organized offline promotional events
 - Updated & edited 200+ old blogs published on the company's website with new keywords to improve their SEO rankings
- Key Achievements
 - Managed company's website via the latest SEO techniques to increase traffic by 30% and improve site ranking by 50,000 .

Digital Marketing Team Leader-Client Services
<i>Arcadia Consulting Services Pvt Ltd-Chennai,India</i> <i>08/2015 to 07/2018</i>

A leading IT,Healthcare,Digital Marketing service provider company known as Enable Health Inc in the United States of America

➤ CRM Job Responsibilities:

- Managed client relations and resolved issues as quickly as possible.
- Maintained professional and productive relationships with clients.
- Prepared detailed budget reports and financial statements for various clients.
- Ensured accuracy of monthly and quarterly reports.
- Set up monthly meetings with clients and answered client inquiries.
- Handled client complaints and sought timely resolutions.
- Addressed technical issues and coordinated with IT team to seek resolutions.
- Prepared financial forecasts and quarterly reports.
- Developed detailed client profiles
- Monitored client accounts and identified possible issues.
- Prepared project proposals and handled billing issues.
- Performed extensive market research on new products from outside manufacturers.
- Oversaw marketing campaigns and identified potential areas for growth
- Developed online and offline client strategies.
- Addressed client inquiries.
- Digital Marketing Job Responsibilities:
- Design, build and maintain our social media presence
- Measure and report performance of all digital marketing campaigns, and assess against goals (ROI and KPIs)
- Identify trends and insights, and optimize spend and performance based on the insights
- Brainstorm new and creative growth strategies
- Plan, execute, and measure experiments and conversion tests
- Collaborate with internal teams to create landing pages and optimize user experience
- Utilize strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points

- Instrument conversion points and optimize user funnels
- Collaborate with agencies and other vendor partners

- Evaluate emerging technologies. Provide thought leadership and perspective for adoption where appropriate

- Designed and overseen all aspects of our digital marketing department including our marketing database, email, and display advertising campaigns.
- Developed and monitored campaign budgets.
- Planned and managed our social media platforms.
- Prepared accurate reports on our marketing campaign's overall performance.
- Coordinated with advertising and media experts to improve marketing results.

- Digital Marketing Job Responsibilities:

- Design, build and maintain our social media presence
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- Coordinated with advertising and media experts to improve marketing results.

Digital Marketing Expert
<i>Technosoft Global Services Pvt Ltd-Chennai,India</i> <i>05/2014 to 07/2015</i>

A leading IT/ITES company with more than 1k employees across the globe.

➤ Roles and responsibilities:

- Responsible for content writing , website maintenance , digital marketing, SEO, social media marketing , e-mail marketing, YouTube marketing.
- Everyday duty involved writing 50+ articles and auditing the work of 20+ content writers
- Quality check of daily reports

- Reviewing the website of the company and sending feedbacks to the technical team for necessary changes

- Participated in the preparation work of SOPs, annual & quarterly reports

- Solely responsible for the content management (editing, updating ,adding ,deleting) on the company website

- Prepared the training manuals for the interns and newly joined employees.

- Managed and execute marketing automation and email campaigns using HubSpot and SemRush tools

- Drive acquisition channel performance to meet new customer and sales revenue targets within established CPA and ROI constraints. Perform weekly, monthly, and quarterly analysis across Paid Search and Affiliate Marketing channels

- Building out landing pages, workflows, creating rules for email list segmentation, etc

- Worked with the Digital Sales Planners and Campaign Analyst team to track current campaigns and build media plans for new ones.

- Measure everything – rooting your work in insights and tracking toward KPIs using a variety of data sources (web analytics, client research, sales feedback)

- Copywriting, designing HTML, setting deployment strategies, and tracking

- Create, set up, and deploy lead nurture, DRIP, and ad hoc emails .

- Responsible for serving a client/customer base of approximately 32 lenders within the western region of the United States as lender team lead and point of contact providing appraisal reports for their clients.

- Acted on or facilitate problem resolution and set action plans with appraisers building and maintaining strong ongoing customer/client relationships by providing a high level of support, problem resolution, communication and assisting in studies to determine customer needs and customer leads.

- Documented, maintained records and files on a daily basis using logs, email queues, and various systems both in-house and customer base.

Academic Qualifications

Degree	Board/University	Percentage	Division	Completion Year
10 th	BSE, Odisha	68.05	FIRST	2006
12 th	CHSE,Odisha	64.03	FIRST	2008
BTech (ECE)	Dr MGR DEEMED UNIVERSITY,Chennai	74.60	FIRST	2012
MA(English)	RC Bhubaneswar,IGNOU	76.00	FIRST	2022

➤ **DMI-EXPERT: Digital Marketing Institute Global (Duration: 1 Year)** <https://digitalmarketinginstitute.com/>

Post Graduate Diploma in Digital Marketing from Digital Marketing Institute(DMI). DMI is the global standard in Digital Marketing Certification.

Passed: January 2021 Grade: A

➤ **Advanced Digital Marketing Certification** <https://www.henryharvin.com/>

Advanced Digital Marketing Certification from Henry Harvin Institution. Henry Harvin is the credential provider for Digital Marketing Profession in India.

Passed: May 2022 Grade: A

➤ **Bachelor of Technology - Electronics and Telecommunication(Duration :4 Years)** <https://www.drmgrdu.ac.in/>

Dr MGR DEEMED UNIVERSITY(AICTE and UGC approved), Chennai,India

Passed:2012

Grade: A/First Class

Major Subjects:

- *Information Technology
- *Communication Engineering
- *Electrical and Electronics
- *Total Quality Management(TQM)
- *Computer Programming
- *Computer Databases
- *Cloud Computing Tools and Technology

➤ **Masters of Arts in English : (Duration – 2 Years)** <http://rcbhubaneshwar.ignou.ac.in/>

RC Bhubaneswar-IGNOU, Odisha

Passed: 2022 Grade: A/First Class

Skills Learned:

- Effective Communication Skill
- Organisational Skill
- Acknowledging Diversity and Understanding Needs
- Adaptability and Accessibility
- Digital Education
- Organisation and time management
- Information and Communication Technologies(ICT)

Accomplishment

- Star of the process award for the year 2013 from Technosoft Global Solutions Pvt Ltd for achieving target with 100% quality
- Best Employee Award from Arcadia Consulting Services Pvt Ltd in 2017 for overall performance
- Won “Best Content Writer Award “ in June 2017 from Arcadia Consulting Services Pvt Ltd
- Prepared and presented analysis of existing CMS to senior management. Proposed a reduction in content turnaround times of 25% by deploying editorial calendar
- Managed company’s website via the latest SEO techniques to increase traffic by 30% and improve site ranking by 50,000

Certification

Name of the Certification Exam/Credential	Digital Certificate	Issuing Authority
Amazon DSP Campaigns Certification from Amazon	View Certificate	Amazon.com, Inc.
Amazon Sponsored Ads Certification from Amazon	View Certificate	Amazon.com, Inc.
Twitter Flight School Video Badge from Twitter	View Certificate	Twitter.com, Inc.
LinkedIn Marketing Strategy from LinkedIn	View Certificate	LinkedIn Corporation
LinkedIn Marketing Solutions Fundamentals from LinkedIn	View Certificate	LinkedIn Corporation
Internet of things (IoT) Certification Exam from Cisco	View Certificate	Cisco Systems, Inc.
Microsoft Advertising Certified Professional(MACP) from Microsoft	View Certificate	Microsoft Corporation
YouTube Asset Monetization Assessment from Google	View Certificate	Google LLC
YouTube Music Certification from Google	View Certificate	Google LLC
Advanced Google Analytics from Google	View Certificate	Google LLC
Google Analytics for Power Users from Google	View Certificate	Google LLC
Authorized Buyers API Basics from Google	View Certificate	Google LLC
Advanced Google Analytics 360 from Google	View Certificate	Google LLC
Google Analytics Data Studio from Google	View Certificate	Google LLC
Google Analytics Tag Manager from Google	View Certificate	Google LLC
Google Analytics for Beginners from Google	View Certificate	Google LLC
Getting Started With Google Analytics 360 from Google	View Certificate	Google LLC

Campaign Manager Certification Exam from Google	View Certificate	Google LLC
Creative Certification Exam from Google	View Certificate	Google LLC
Digital Citizenship and Safety Course from Google	View Certificate	Google LLC
Distance Learning for Educators from Google	View Certificate	Google LLC
Drive Advertising Revenue with Google Ad Manager from Google	View Certificate	Google LLC
Fundamentals of Digital Marketing from Google	View Certificate	Google LLC
Get Started with Google AdMob from Google	View Certificate	Google LLC
Google Ad Search Certification from Google	View Certificate	Google LLC
Google Ads- Measurement Certification from Google	View Certificate	Google LLC
Google Ads Apps Certification from Google	View Certificate	Google LLC
Google Ads Display Certification from Google	View Certificate	Google LLC
Google Ads Video Certification from Google	View Certificate	Google LLC
Google My Business from Google	View Certificate	Google LLC
Google Shopping ads Certification from Google	View Certificate	Google LLC
Mobile Experience Certification Exam from Google	View Certificate	Google LLC
Optimize performance in Search Ads 360 from Google	View Certificate	Google LLC
Search Ads 360 Certification Exam from Google	View Certificate	Google LLC
Studio Basics from Google	View Certificate	Google LLC
Waze Ads Fundamentals from Google	View Certificate	Google LLC
Google Ads Video Certification	View Certificate	Google LLC
Advanced Competitive Research Exam from Semrush	View Certificate	Semrush Inc.
Backline Management Exam from Semrush	View Certificate	Semrush Inc.
Competitor Analysis with SEMrush Exam from Semrush	View Certificate	Semrush Inc.
Content Marketing Fundamentals from Semrush	View Certificate	Semrush Inc.
Digital Marketing for SMBs Certification from Semrush	View Certificate	Semrush Inc.
Keyword Research Exam from Semrush	View Certificate	Semrush Inc.
PPC Automation Exam from Semrush	View Certificate	Semrush Inc.
Search Ads 360 Mobile Basics from Semrush	View Certificate	Semrush Inc.

Semrush Affiliate Program Terms Exam from Semrush	View Certificate	Semrush Inc.
Semrush Amazon Seller Certification from Semrush	View Certificate	Semrush Inc.
Semrush Content Marketing Toolkit Exam from Semrush	View Certificate	Semrush Inc.
Semrush Social Media Toolkit Exam from Semrush	View Certificate	Semrush Inc.
SEO Toolkit Exam for Advanced Semrush Users from Semrush	View Certificate	Semrush Inc.
Semrush for Digital Agencies Certification from Semrush	View Certificate	Semrush Inc.
Competitive Analysis and Keyword Research Test from Semrush	View Certificate	Semrush Inc.
Link Building Test Certificate Exam from Semrush	View Certificate	Semrush Inc.
Start Selling on Amazon –Semrush Certification from Semrush	View Certificate	Semrush Inc.
Technical SEO Exam from Semrush	View Certificate	Semrush Inc.
Semrush Advertising Toolkit Exam from Semrush	View Certificate	Semrush Inc.
Content Marketing from Hubspot	View Certificate	HubSpot, Inc.
Digital Advertising Certification from Hubspot	View Certificate	HubSpot, Inc.
Digital Marketing Certified from HubSpot	View Certificate	HubSpot, Inc.
Inbound Marketing Certified from Hubspot	View Certificate	HubSpot, Inc.
Artificial Intelligence(AI) in Digital Marketing from Great Learning Academy	View Certificate	mygreatlearning.com
Udemy- Complete Digital Marketing Course & Certification	View Certificate	Udemy, Inc.

Extracurricular and Social Activities

- Life time member of The International Committee of the **Red Cross (ICRC)**; organized blood donation camps , plantation campaigns , sea beach cleaning campaigns along with team members with the support of India Red cross Society.
- Worked as a volunteer under the **United Nations Volunteers (UNV)** programme governed by United Nations organization that contributes to peace and development through volunteerism worldwide.
- Completed **Internship under UNICEF** in the year 2012 and actively participated in various welfare activities .
- National Cadet Corps (**NCC**) '**A**' **certificate holder** ; along with team members attended and served people during the natural disaster by distributing foods and medicines in flood affected areas.
- National Service Scheme(**NSS**) **member**; worked with the team members for the promotion of adult education , illiteracy eradication programs, computer literacy awareness programs sponsored by the government of India during my graduation.

Languages

English *READ WRITE SPEAK*

Hindi *READ WRITE SPEAK*

Odia *READ WRITE SPEAK*

Bengali *x x SPEAK*

Additional Information

Gender: Male

Citizenship: India

Birth Year: 1991

Current job notice period: I can join immediately

Declaration

I hereby declare that the above particulars of facts and information stated are correct to the best of my belief and knowledge. All the facts in this resume are correct and truthful. I hereby declare that all the facts mentioned above are accurate, and I take full responsibility for their accuracy.

Sambid Kumar Mahapatra