

Objective: To work & promote a blogging plus a social community platform, so that it can be a one stop online community.

Experience: 5+ years ( 2yrs as Web Marketing Guy & 3yrs as Web Marketing Team Lead)  
Current Skills: Search Engine Optimization, Blog Promotions, Content Writing, Affiliate Marketing, Online Advertising, Newsletter Marketing, Link Building.  
Roles: Team Member, Team Lead – SEO/SEM, Training, Bidder, Project-Coordinator.

## Sudhi Ranjan Das

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Date of Birth: 22<sup>nd</sup> Sep, 1978

### EDUCATIONAL QUALIFICATIONS

1995 Passed CBSE Board Examination from MP.Birla Higher Sec School.  
1997 Passed Higher Secondary Examination from National High School.  
1997 - 2000 B.com(Hons) from Calcutta University

### TECHNICAL QUALIFICATIONS

Passed DOEACC O Level Course

PASSED GNIIT From NIIT

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### EMPLOYMENT DETAILS

- Worked as NIIT Trainee in CitiBank Calcutta managing Personal Banking & Foreign Exchange for 12 months 2002 Jan to 2002 Dec.
- Worked as a Sale Executive in Alliance Bajaj Life Insurance Company 9 months March 2003 Oct 2003.
- Worked for Intrasoft Technologies Pvt.Ltd(functional body of 123Greetings.com) as Sr. Online Marketing Executive & Team Leader from November 2003 to June 2007.
- Worked for Escalade Web Development Pvt. Ltd as Senior Online Marketing & Advertising Analyst from July 2007 to October 2008.
- Worked in Digital Avenues Ltd Co. as Internet Marketing & Link Admin Head from November 2008 to March 2009.
- Working at InfoSoft Global(P)Ltd.(functional body of FusionCharts.com) as Web Marketing Manager since 1<sup>st</sup> April 2009 to 31<sup>st</sup> March 2010-07-30.
- Also I act as SEO & Marketing Head, Co-founder at New Media Kreatives.com

## JOB RESPONSIBILITIES

- Online Business Planning & Marketing.
- Search Engine Optimization
- Website Brand Building.
- Content Writing, Search Engine Optimization, Blog Promotions.
- Building Sales by Affiliate Marketing, Reselling & Sales Partner Programs.
- Online Revenue Optimization Strategies.
- Competitor & Trend Analysis.
- Marketing through Social Media ,Web.2.0 tools & Online Communities
- Search Marketing, PPC Google Adwords, Online Advertising Networks,
- Online Media Planning & Buying.
- Managing & Marketing forums communities.
- Email and Newsletter Marketing Strategies.
- Coordinating with Creative designers For Print Media Ads.
- Managing Web Marketing Team.
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## OTHER TECHNICAL KNOWLEDGE

- Basic Knowledge of some Open Source Scripts like Pligg,Scuttle,
- Advanced knowledge on Wordpress CMS Installation, Modifications,SEO
- Mambo, Joomla, osCommerce 2.2 & CopperMine ,4images ,phpBB
- Basic Knowledge of Hosting, Shared Servers ,VPS

## EXTRA - CURRICULAR ACTIVITIES

- Taking Part in School Dramas & Quizzes

Date : 25<sup>th</sup> June 2010

Place: Kolkata

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(Sudhi Ranjan Das)