

SIDDHANT BHATTACHARYA

Mixed Marketing Strategist

Direct | Digital | Events

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SUMMARY

Imagine an engineer's precision, an event manager's flair, and a digital strategist's creativity fused into one professional with 7 years of experience in Direct, Digital, and Event Marketing Strategy. I excel in crafting innovative strategies that blend traditional and digital realms, driving impactful results. Ready to bring my unique skills to your team and make a difference in your organization's success.

EDUCATION

NIIT University

B.Tech CSE (Cyber Security Spc.), 2013 - 2017

G. D. Savant Jr. College of Arts, Science and Commerce

Sr. Secondary, 2011 - 2013

New Horizon Public School

Primary, Secondary, 2004 - 2011

SPECIALIZATIONS

- Prompt Engineering
- Campaign Strategy
- Expertise in Facebook, Instagram & LinkedIn Ads.
- Research (Primary & Secondary)
- Event Strategy & Operations
- Expertise in Canva & Wix
- Photography
- Photo, Video & Sound Editing
- Content Curation

SKILLS (SOFT)

- Strong organizational and time-management skills
- Exceptional communication and interpersonal skills
- Ability to work independently and as part of a team
- Detail-oriented and able to handle multiple tasks simultaneously
- Experience in managing budgets and handling process documents
- Team Motivator
- Adaptability to various situations

PROFESSIONAL EXPERIENCE

Consultant | Wundrsight Healthcare, Bangalore

Freelance - Oct 2023 - Feb 2024

Contracted for Social Media Management, SEO, Content Marketing, and Event Planning & Management.

Manager Marketing | Uniquis Business Ventures Private Limited, Mumbai.

Job - Jun 2023 - Sep 2023

Crafted Marketing & Sales strategies. Oversaw Design, Copywriting, Social Media, Website & App design. Executed Direct & Digital campaigns. Developed product logic & catalog. Designed in-house labels and collaterals. Conducted Market Research.

Digital Marketing Strategist | Rooftop App (Slo Mo Experiences Pvt. Ltd.), Mumbai

Job - Oct 2022 - May 2023

Led Marketing & Sales funnel strategy, and oversaw design, copywriting, production, & social media teams. Managed campaigns (Direct, Digital, on-ground). Boosted app downloads by 75%. Trained Pre-Sales, implemented CRM, devised influencer collabs.

Founder(Solopreneur) The Yellow Silhouette, Nashik

Job - Sep 2022 - Present

SMM & Performance Marketing Projects. Planning & Execution of 5 years of the global event "India Energy Forum" as the assistant strategist & operations head. Generated a total revenue of 10 lac from the above projects for The Yellow Silhouette.

SKILLS (TECHNICAL)

- MS-Office - Advanced
- Social Media Marketing - Advanced
- English Proficiency (Spoken, Written) - Advanced
- Event Management - Advanced
- Facebook Marketing - Advanced
- Google AdWords - Intermediate
- LinkedIn Marketing - Advanced
- Creative Writing - Intermediate
- Blogging - Intermediate
- Content Marketing - Intermediate
- Content Writing - Intermediate
- Digital Marketing - Intermediate
- Digital Advertising - Intermediate
- Search Engine Marketing (SEM) - Intermediate
- Search Engine Optimization (SEO) - Intermediate
- Instagram Marketing - Advanced
- Email Marketing - Advanced
- Prompt Engineering - Intermediate
- Usage of AI - Intermediate

ACHIEVEMENTS

- **Digital Marketing Basics (Certificate)**
Dec 2016 - Mar 2017
- **Launched 2 new business verticals in my previous job (2018 - 2020)**
- **Created my own business (digital marketing) (2021 - 2024)**
- **Certificate in RJ - EMDI Encompass Institute of Radio Management (Mumbai) (2007)**

PROFESSIONAL EXPERIENCE

Head Of Marketing | Swish Digi Technology Pvt. Ltd (Only One Software), Bangalore

Job - Feb 2022 - Oct 2022

Heading India, Sri Lanka & Saudi Arabia Markets, Secondary Market Research, and Developing strategies for Direct, Digital & on-ground activation campaigns and Sales funnels increased sales by 45% in Q2. Managing Design and Content and working on branding

Digital Marketing Executive | Klpta Business Solutions Pvt Ltd, Mumbai

Job - Feb 2021 - Aug 2021

Managing Client & Inhouse Digital Strategy & Execution, Creation & Curation of Copy, Campaign Strategy & Management.

Strategic Account Planner | Acquist Marketing & Information Solutions Pvt. Ltd., Mumbai

Job - Sep 2017 - Jan 2021

Project Research & Strategy, Digital Strategy & Execution, Creation & Curation of Creatives & Copy, Event Management & Planning for Client & In-house Events. , Client Servicing, lead generation projects for arts, media & technology firms.

Intern-Event Management | Singapore Academy Of Educational Excellence (Media Div.), Mumbai

Internship - Jan 2017 - Jul 2017

PR & Sponsor, Marketing, Pre Event Rehearsals, Main event scheduling and operations, Post Event PR