

Tonmoy Das

Digital Marketing

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EXECUTIVE SUMMARY

- Digital Marketer with over 8 years of experience leading regional campaigns for Supreme Supports Pty Ltd, Dhruvo Soft & Klarna France (Smack Mobility and Sunra Distribution).
- Leveraging social media, SEO, email marketing, and content creation to drive brand awareness and customer engagement for Sunra Distribution France.
- Demonstrated success in increasing website traffic, enhancing online visibility, and generating leads.

KEY SKILLS

SEO, SMM | UI / UX Design Thinking | A/B Testing | Content

Writing | Customer Journey Tracking & Analysis | Metrics Tracking &

Measurement | Email Marketing | WordPress | WooCommerce | Shopify |

Wix | Facebook Meta | Google AdWords

PROFESSIONAL EXPERIENCE

SEO & Content Specialist

Jul 2023 – Oct 2024

Dhrubo Soft| Bangladesh.

- Responsible for managing all SEO activities such as On-Site SEO, Content strategy, Web Content writing and keyword strategy to increase traffic and rankings on all major search networks. I also manage all SEM campaigns on Google and SMM on Facebook in order to maximize ROI.
- Formulate winning strategies to maximise competitive advantage in large variety of room inventory; liaise closely with product & advertising teams to accurately segment customer verticals, decipher needs, and create compelling marketing campaigns.

SEO & SMM Manager (Remote)

Mar 2019 – Present

Kirest (Smack Mobility and Sunra Distribution) | France

SEO Duties & Responsibilities

- Create and execute thorough SEO strategies to enhance organic search rankings and boost website traffic.
- Perform keyword research to find relevant search terms and phrases that can increase visibility.
- Optimize website elements, including meta tags, headings, URLs, and on-page content for better search engine rankings.
- Use tools like Google Analytics, Ahref, SEMRush to analyze website performance, identify improvement areas, and track SEO efforts.
- Research industry-related topics to develop original content for Smack Mobility Blog.
- Optimize content for SEO.
- Conduct keyword research to inform content strategy.
- Utilize Elementor (WordPress) to design the content.

SMM Duties & Responsibilities

- Create, curate, and publish engaging content across various social media platforms.
- Respond to comments, messages, and inquiries in a timely manner.
- Analyze social media performance using analytics tools and adjust strategies as needed.
- Engage with followers to build a loyal community and foster brand advocacy.
- Design attractive Image & Video content from scratch for Social Media channels.

Search Engine Optimization Consultant

Oct 2018 – Mar 2023

Supreme Supports Pty Ltd | Bangladesh (Headquarter in Australia)

Duties & Responsibilities.

- The role involves managing both organic and paid search strategies.
- Develop and implement comprehensive SEO strategies to improve organic search rankings
- Conducting keyword research to identify relevant keywords and phrases for content creation and website optimization.
- Make sure all on-page elements are aligned with SEO best practices and enhance user experience.
- Develop and execute link-building strategies to acquire high-quality backlinks from authoritative sites.
- Manage and optimise local SEO efforts, including Google My Business listings and local citations.
- Utilizing SEO tools (e.g., Google Analytics, SEMrush, Ahrefs) to monitor and analyze website performance and SEO metrics.

Mentor

May 2017 – Oct 2018

BIIT Engineering Institute Ltd (Under the SEIP project operated by ADB & Swiss Gov.) | Bangladesh

Duties & Responsibilities.

- Guide and support mentees in developing their digital marketing skills and knowledge.
- Create and deliver training sessions on various digital marketing topics, including SEO, social media marketing, email marketing, and content strategy.
- Develop and provide resources, such as guides and templates, to support mentees' learning and application of digital marketing techniques.

EDUCATIONAL & PROFESSIONAL QUALIFICATIONS

- MSc in Physics, University of Dhaka, 2015
- BSc in Physics, National University of Bangladesh, 2013

MISC. INFORMATION

- **Technical Skills:** MS Office Suite, Microsoft PowerPoint, Microsoft Excel, Notion, Zoho CRM, Google Analytics, Google AdWords, Adobe Photoshop (Basic). Photography (Self-learned).
- **Languages:** English, Bengali, Hindi.
- **Availability:** 2 months' notice

****References available upon request****