

AAGOMONI DAS

Digital Marketer
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New Delhi, India
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Experienced and energetic Digital Marketer with over four years of experience. Effectively managing marketing projects from conception to completion. Using digital marketing platforms to increase sales and overall company productivity. I've extensive command over Communication, PR, Copy Writing, SEO Content Writing, Email Marketing, SMS Marketing, SMM as well as Content Generating & Marketing.

Additional Skills

- Project Management Skills
- Digital Marketing
- Influencer Marketing
- PR & Communication
- SEO Content & Copy Writing
- Email Marketing
- Affiliate Marketing

Work Experience

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| June 2023- Present
ANJ Creations | SEO Copywriter <ul style="list-style-type: none">• Developing AD Copies, SMM, PR and on page & off page articles for for Amity University, Amity School, AICE and The Indian Navy |
| January 2022- June 2023
98th Percentile | Digital Marketing Executive <ul style="list-style-type: none">• Developing new promo. campaigns by bundling products r for the business• Managing Social handles- YT, IG, FB, LinkedIn, Twitter, Eventbrite• Designed and aligned SMM, Email Marketing, SEO Content, brand communication & PR strategies. |
| 2020-2021
Calls Master, LLP | Digital Marketer <ul style="list-style-type: none">• Connected with influencers to increase the reach of company posts.• Supported the development of a strategic reactivation campaign increasing customer retention rate,• Initiated series of marketing campaigns including email, digital, and social media. |
| 2018-2020
It's Your Choice | Business Development-Marketing Executive <ul style="list-style-type: none">• Developed new promotional campaign by bundling products together fort the business, thereby increasing sales revenue. |

Education

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| MICA- 2023 | Digital Marketing & Communication |
| IGNOU- 2023 | M.A. English |
| University of Delhi
2012- 2015 | B.A. Hons. English |
| YWCA of Delhi-
2012-2013 | Stenography |

Certifications

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| 2021 | Certified in Google Digital Garage <ul style="list-style-type: none">• Google Analytics• Digital Marketing Simplilearn <ul style="list-style-type: none">• Digital Marketing 101 Alison <ul style="list-style-type: none">• Copywriting for Conversions HubSpot <ul style="list-style-type: none">• Digital Marketing• SEO |
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