MILAN KARMAKAR

PERFORMANCE MARKETER

📞 +91 7596977612   ✉ milanofficial22@gmail.com   🌐 www.milankarmakar.com/#portfolio   ⓘⁿ LinkedIn

🏠 Howrah, West Bengal, India

I'm an enthusiastic problem solver who enjoys solving difficult challenges. My passion lies in crafting innovative marketing strategies for clients. Whether it's designing high-impact PPC campaigns, building result-driven marketing funnels, or fine-tuning SEO methods for organic growth, I'm all in. With a keen eye for detail and a strategic marketing approach, I delve into data analysis and discover valuable insights that drive business success.

SKILLS

Google Ads	Google Analytics	Tag Manager
Meta Ads	Web Content Strategy	Conversion Tracking
Amazon PPC	Targeted SEO	Looker Studio

EXPERIENCE

Brands2be (NIHT)
Digital Marketing Executive — *2022 December – Present*

Implement effective paid digital advertising campaigns to attract qualified prospects with cost-effective strategies across **Google, Facebook, and other paid advertising platforms**.
Strategize and **execute performance marketing campaigns** across channels to **generate leads, drive targeted traffic**, and **increase brand visibility**. **Lead a cross-functional team of digital marketers**, fostering collaboration and **achieving project milestones**. Track and **analyze performance metrics such as CPL, CPA, and ROI**.
Monitor and analyze metrics on all channels to track campaign performance, targets, and goals, including providing **detailed ROI analysis and forecasting based on the ad spends**. Utilize statistical tools to **identify trends and optimize marketing efforts**. Leverage **Google Analytics to track website traffic, user behavior, and conversion metrics**, leading to **data-driven decision-making**. Conduct in-depth data analysis to identify customer segments, refine targeting, and enhance overall marketing effectiveness. **Manage client relationships**, ensuring satisfaction and retention through effective communication and problem-solving. Conduct **market research to identify industry trends**, competitive landscapes, and emerging opportunities. Develop and optimize PPC campaigns, **maintaining high conversion rates**. Perform a **comprehensive SEO strategy** and improve organic search rankings. Conduct keyword research to enhance content visibility and drive organic traffic. **Prepare detailed performance reports**, highlighting key metrics, insights, and actionable recommendations for **continuous improvement.**

NIHT Digital Marketing
Digital Marketing Trainer — *2022 October – Present*

I currently train students in using statistical tools to analyze marketing data, enabling data-driven decision-making. We delve into practical exercises using tools like Google Analytics and specialized marketing analytics platforms. We discuss methodologies for gathering primary and secondary data, interpreting findings, and translating them into actionable marketing strategies. In our sessions, we analyze campaign performance metrics. By identifying areas for optimization and growth, we explore key performance indicators (KPIs), conduct A/B testing, and utilize attribution models to demonstrate the impact of data-driven decision-making. I educate students on creating effective Google Ads campaigns. We cover campaign types (search, display, video), targeting options, and best practices for ad copy. Additionally, we focus on optimizing budgets and measuring success. We explore keyword research, including long-tail keywords and competitor analysis. Tools like Google Keyword Planner play a crucial role in our discussions.

ThatWare
SEO Executive — *2022 July – 2022 September*

Search Engine Optimization. On-Page SEO. Keywords Research. Google Analytics. Off-Page SEO. Technical SEO. Account Management & Reporting

EDUCATION

Diploma in Digital Marketing	**B.SC - Hons	CGPA - 6.6**	**Higher Secondary Examination	CGPA - 6.36**
NIHT DIGITAL MARKETING	University of Calcutta	West Bengal Board
2021	2017 - 2020	2017