



Somen Sarkar

Experienced B2B and B2G Lead Generation Specialist with Expertise in SEO, SMM & SMO

Kolkata, West Bengal, India

[View profile on Dweet](#)

Links

[LinkedIn](#)

Languages

Bengali (Native)

English (Fluent)

Hindi (Native)

About

With over 18 years of experience in the digital marketing industry, I am a seasoned manager who can plan, implement, and oversee various online marketing channels and strategies. I have worked with B2B and B2G clients across different sectors, delivering results and value for their businesses. Currently, I am the Digital Marketing Manager at Nicco Engineering Services Limited, a market-leading specialty maintenance service provider.

As the Digital Marketing Manager, I am responsible for building and managing the overall digital marketing strategy, budget, and team. I also measure and report on the performance and ROI of each channel, using tools such as SEMrush, Google Analytics, and Facebook Ads Manager. I have successfully increased the web traffic, user retention, and conversion rates for Nicco Engineering by applying my expertise in SEO, SMM, and SMO. I am always eager to learn new technologies and best practices, and to collaborate with other professionals and stakeholders. My goal is to bring new strategic vision and value to Nicco Engineering and its customers.

BRANDS WORKED WITH

- NICCO ENGINEERING SERVICES LIMITED
- NCC Limited
- Net Blues

Experience



Digital Marketing Manager - SEO & Social Media

NICCO ENGINEERING SERVICES LIMITED | Feb 2021 -

- Build, plan and implement the overall digital marketing strategy
- Manage the strategy
- Manage and train the rest of the team
- Stay up to date with the latest technology and best practices
- Manage and oversee various digital marketing channels
- Measure ROI and KPIs
- Prepare and manage the digital marketing budget
- Oversee all the company's social media accounts
- Suggest activities for improving the quality of online content
- Track and measure SEO and Google Analytics metrics and provide reports
- Build an inbound marketing plan
- Research and forecast future sales and performance trends
- Lead, supervise and motivate members of the digital marketing team
- Research competitors and provide suggestions for improvement
- Keep abreast with industry and market trends and best practices

Digital Marketing & Corporate Communications

NCC Limited | Jul 2015 - Jan 2021



Head Web Development & Digital Marketing

Net Blues | Jan 2002 - Jul 2015

- Interpreting client specifications and identifying website user requirements.
- Creating timeframes and work schedules to meet deadlines.
- Communicating effectively with clients and teams.
- Building a network of freelance designers and content writers.
- Updating records and writing reports.
- Debugging websites and ensuring software documentation is updated.
- Liaising with mobile developers.
- Establishing strong professional relationships with clients and other professionals.
- Conducting research and keeping abreast of social media marketing trends.
- Supervising junior web developers, analyzing areas of weakness, and scheduling training sessions accordingly.
- Experienced in handling Joomla, WordPress websites
- Theme customization

Education & Training

- 1999 - 2002 ● **University of Calcutta**
Bachelor's degree,
- 1985 - 1999 ● **St. Paul's Mission School, Kolkata**
Business/Commerce,