

# Prajjal Bhattacharjee

Noida, Delhi NCR • +91-9395722899 • prajjal.digital@gmail.com

Results-driven **Digital Marketing Professional** with over 2 years of proven experience in strategizing and executing high-impact campaigns. Adept at managing monthly budgets exceeding ₹2 crores while delivering measurable ROI and aligning marketing efforts with business goals to generate quality leads, increase brand awareness, re-engagement, and conversion rates while delivering exceptional results and exceeding goals for the company.

## Experience

APRIL 2023 – PRESENT

**Marketing Associate | Physics Wallah Limited | Noida, Delhi NCR**

- Developed and managed monthly marketing budgets exceeding ₹2 crores, allocating resources effectively to maximize ROI and achieve marketing goals.
- Developed and executed comprehensive performance marketing strategies to drive customer acquisition, retention, and revenue growth.
- Planned and managed digital advertising campaigns across various channels, including paid search, display advertising, social media advertising.
- Conducted thorough market research and analysis to identify target audiences, competitive landscape, and emerging trends to optimize campaign targeting.
- Monitored and analyzed KPIs to assess campaign effectiveness and identify areas for improvement.
- Optimized campaign performance through continuous testing and experimentation, including A/B testing, landing page optimization, and ad copy refinement.
- Collaborated with cross-functional teams, including creative, content and development to ensure seamless execution of marketing campaigns.
- Utilized web analytics tools such as Power BI, Appsflyer, CleverTap to track, measure and report on campaign performance.
- Prepared regular reports and presentations for key stakeholders, summarizing campaign performance and insights.

JANUARY 2023 – MARCH 2023

**Operations & Marketing Intern | The Indi-Mums Limited | Mumbai, Maharashtra**

- Managed in building the brand presence in different e-commerce platforms.
- Executed successful digital campaigns across Google Ads and Meta Ads.
- Worked on strategies to generate high quality leads, re-engage and retain customers.
- Implemented effective retention strategies to increase customer loyalty.

## Skills

Google Ads • Meta Ads • Snapchat Ads • Data Analysis • Digital Marketing • Strategic Thinking • Social Media Marketing • MS Word • MS Excel • Affiliate Marketing • Influencer Marketing

## Education

2024 - 2026

**Executive Master of Business Administration (MBA) | IBS Hyderabad**

Pursuing

2020 - 2023

**Bachelor of Business Administration (BBA) - Marketing | Shoolini University**

OGPA 8.0/10