**Soumendra S.**

Digital Marketing Consultant & Digital Analyst (PGDM\_MBA) | Freelance Trainer & Consultant

Bangalore Urban, Karnataka, India

Summary

Seasoned Digital Marketing Consultant with expertise in Digital Advertisements, SEO, and Digital Analytics. Additionally, a Data Infrastructure, Cloud & Analytics professional. Managing the Digital & Data verticals as an expert with over 7 years and helped numerous businesses optimize their online presence and achieve data-driven results.

Currently associated with Wipro as a Solutions Architect in a permanent role.

My educational background includes an MBA and a PGDM, providing me with a solid foundation in business and marketing strategies. I leverage this knowledge to deliver comprehensive digital marketing solutions that align with clients' objectives.

As a Freelance Digital Marketing Trainer and Consultant, I have had the opportunity to share my expertise and insights with aspiring marketers and business owners. I enjoy empowering others to

navigate the ever-evolving digital landscape and achieve their goals.

My passion lies in crafting data-driven strategies that generate tangible results. By leveraging my skills in SEO, Online Advertisements, and Digital Analytics, I help businesses attract the right audience, enhance brand visibility, and maximize conversions.

Additionally, I specialize in designing robust data infrastructure and analytics solutions that enable businesses to harness the power of data for informed decision-making and competitive advantage.

Let's connect on LinkedIn to explore how my expertise can contribute to your business's success. Whether you are seeking digital marketing guidance, data-driven solutions, or freelance training services, I am dedicated to delivering customized strategies that drive growth and achieve measurable outcomes.

I look forward to collaborating with like-minded professionals and building valuable connections. Together, we can make a significant impact in the digital realm.

Experience:

Wipro

1 year 4 months

Solutions Architect

April 2023 - Present (3 months) Bengaluru, Karnataka, India

As a Solution Architect with a focus on Data Infrastructure, Analytics & Data implementation in Wipro, my key responsibility area is designing and

implementing solutions that meet the unique needs of each client. My KPI is sales focused, i.e. to drive new business and expand Wipro's clientele and reach in the industry for the America and APMEA sectors.

Highlights:

- Collaborate with clients to understand their business goals and identify opportunities for growth through innovative data infrastructure & analytics solutions.

- Prepare detailed proposals and presentations for RFI, RFP, RLC, and other client-facing documents, utilizing my technical expertise in Data Infrastructure, Cloud Infrastructure, and Analytics for deal wins.

- Provide consulting services to clients, leveraging my extensive knowledge of cloud infrastructure, data governance, and analytics to provide expert guidance and recommendations.

- Ensure client satisfaction through ongoing communication, project management, and proactive issue resolution.

Senior Analyst

March 2022 - May 2023 (1 year 3 months) Bengaluru, Karnataka, India

As a Digital Marketing and Business Analytics Professional \*\*\* Responsible for Data Analytics, Data Modeling, Data Visualization, Dashboard Development, Digital Marketing Activities, Ad Campaigns, Web Analytics Implementation, and Internal Branding for Wipro as a brand in Europe regions.

Developing qualitative digital marketing and web analytics and email marketing campaigns and curating marketing assets for digital content consumption.

Dashboard Development, Data Visualization and Modeling to better represent data to the leadership. Delivering better data analytics and modelling outputs through tools like PowerBI, Excel, Tableau, Qlik etc.

Self Employed

Freelance Consultant and Trainer December 2015 - Present (7 years 7 months) Bengaluru, Karnataka, India

Check out the services:

> Google Ads & PPC Marketing

- PPC Ads

- Google Web Traffic

- ECommerce Conversion Campaigns

- Lead Generation Campaigns

- Display and Video Campaign

- Shopping Campaigns

> Social Media Marketing

- Instagram Ads Campaign

- Facebook Ads Campaign

- LinkedIn Ads Campaign

- Lead Generation Campaigns

- Influencer Marketing

> Data and Business Analytics

- MS Excel

- Google Analytics

- Dashboard and Visualization

- Google Data Studio

- Adobe Analytics

- Tableau

- Power BI

- SQL

- QlikView/Sense

> Content Writing & Management

- Website Content

- Blogs & Copywriting Writing

- Email Marketing

> Search Engine Optimization

- SEO for Ranking on Google and Bing (Within 3-6 Months)

- E-Commerce SEO

- SEO for Indian SERP Ranking

- SEO for Global SERP Ranking

- SEO Content Strategy

> Website & App Development

- E-commerce Website

- Business Websites

- Dynamic and Static Website

- Blog Website

- Native Apps

- Hybrid Apps

Kallada Academy

Digital Marketing | Web Designing | SEO | Content Writing Trainer

June 2020 - July 2022 (2 years 2 months) Bengaluru, Karnataka, India

Roles & Responsibilities –

Responsible for Live Training Programs:

- Conducting Live Professional Training Sessions as per the guidelines and syllabus.

- Conducting Live Demo Sessions

- Conducting Webinars for the organization.

- Conducting Class Room Training for Kallada Academy.

- Responsible for Designing & Conducting Instructor Lead Programs of Kallada Academy.

Responsible for E-Learning & Self-Paced Programs:

- Responsible for Designing & Conducting Self-Paced Courses for Kallada Academy.

- Training Corporate Professionals / Students with Self-Paced Courses.

- Creating Video & Text Contents for Training, Demo & Courses. Conducting Training Sessions (Both Live & E-Learning) on:

- Digital Marketing

- Website Planning & Development

- E-Commerce Development & Marketing

- Sales & Negotiation

- Content Writing & Blogging

AntWak

Digital Marketing Consultant & Expert June 2021 - September 2021 (4 months) Bengaluru, Karnataka, India

AntWak organizes cohorts to skill the desired aspirants in the domain of Digital Marketing, Content Curation, Designing and Technology. I am an Expert and Consultant at AntWak who Trains and Consults aspirants through live bootcamps on specific Digital Marketing, Web Designing, SEO etc. fundamentals.

Testbook.com

Content Writing Consultant

July 2020 - December 2020 (6 months) Mumbai Suburban, Maharashtra, India

Successfully delivered the Content Writing Training Material. Designed and Produced Content for the Digital Content Writing self-paced course of Testbook, Navi Mumbai, as a Freelance Consultant/Trainer.

Hands-On System

Digital Marketing Consultant

April 2020 - June 2020 (3 months)

Kolkata metropolitan area, West Bengal, India

Successfully delivered the Digital Marketing & Content Writing Training Material. Designed and Produced Content for the Digital Marketing self-paced course of Hands-On Systems, Kolkata, as a Freelance Consultant/Trainer.

Digital Academy 360

Digital Marketing & Content Writing Trainer September 2019 - June 2020 (10 months) Bangalore

Roles and Responsibilities:

1. Taking training classes for students (college-going, experienced executives) on various modules i.e. -

- Content Writing (Exclusive Course)

- SEO (Search Engine Optimization)

- Content Marketing

- SMM (Social Media Marketing)

- Email Marketing

- Google Analytics

- Affiliate Marketing

- Website Designing & Website Planning (Wordpress & WIX)

- Blogging

- Mobile Marketing

- Freelancing

- ORM (Online Reputation Management)

- Soft Skills

2. Working on Digital Marketing and Content projects for the organization.

Udemy

Udemy Certifications

November 2018 - June 2020 (1 year 8 months) India

I am passionate about learning. Hence, I prefer to keep myself updated with industry-relevant skills. This section shows my latest certifications accomplished in the Internet Marketing and Advertising Industry, completed from the renowned edtech portal Udemy.

PageLinko Technologies Pvt. Ltd.

Freelance Content Writer

May 2018 - June 2020 (2 years 2 months) Kolkata Area, India

Successfully accomplished the content creation projects for the prestigious high-tech company Pagelinko Technologies to provide high-quality write-ups on different niches and diverse websites.

SEMrush

SEMrush Certifications

November 2019 - January 2020 (3 months) United States

This section is dedicated to representing my certifications on SEMrush.

Google Digital Garage

Digital Marketing Specialist Certified January 2018 - June 2019 (1 year 6 months) Google

Successfully completed the online course of Digital Marketing sponsored by Google & affiliated to ISB, Hyderabad. It was learning of all the fundamentals and its application implementations of digital marketing in this new edge to develop businesses.

KPMG

KPMG Lean Six Sigma Green Belt Certified September 2018 - September 2018 (1 month) India

Successfully completed the Lean Six Sigma Green Belt Training Programme and got certified. This is a 4 day, 32 hours classroom programme aims at enabling individuals to participate and drive improvement projects across domains and industries. The training aims at helping individuals learn how

to improve business productivity by eliminating waste and reducing process variations using the DMAIC- Define, Measure, Analyse Improve and Control approach using statistical tools for solving business problems and contributing to organisational goals.

Wadhwani Foundation

Certification for NEN 100 & 101 from “Wadhwani Foundation”

July 2017 - March 2018 (9 months) Bangalore, Karnataka, India

NEN 100 & 101 is a learning of entrepreneurship and what are the important factors to focus on, follow and steps to emulate to become a successful entrepreneur. This course teaches about the entrepreneurship journey of the successful

Marico Limited

Marico Industries Ltd\_Live Project January 2018 - January 2018 (1 month) Bangaluru

Successfully accomplished the Marico Industries Ltd\_Big Day Sales\_Live Project\_7 DAYS opportunity as an on-field Brand Promoter & Salesman for the MARICO products.

Rajesh Shethia Consultants Pvt Ltd Digital Marketing & Analytics Intern April 2018 - 2018 (less than a year) Bangalore, Karnataka, India

Successfully accomplished my 2 months of internship in the company Rajesh Shethia Consultants Pvt Ltd. I was into digital marketing & analytics, working for building their two tremendous upcoming startups i.e. Talentfore & DigiSales World.

Art of Living

Trained on Yes+ Program conducted in AOL November 2017 - November 2017 (1 month) Bangaon Area, India

Successfully completed this powerful life-skills program designed to accelerate personal all-around excellence. It is a smooth blend of ancient wisdom, yoga, pranayama (breath control), meditation and the Sudarshan Kriya, fused with contemporary intellectual exchanges. This YES!+ workshop ensures an energy boost that gives our life a kick where it is most needed.

McDonald's

MacDonald's On Field Project

September 2017 - September 2017 (1 month) Bengaluru Area, India

This was a 4 day on the field inside the store and outside store reviewing job, where I was hired to survey customers visiting the inside store as well as the MacDonald's drive-through. The purpose was to have the specific data on the store consumer interface and the net demand of that store.

Pantaloons

Former "Management Trainee" February 2017 - March 2017 (2 months) Durgapur Area, India

This was a 1-month practical training on the viewpoints, fundamentals & management orientations in retail. I was headed towards all the specific sectors, well diversified for the duration, i.e. on field sales, warehousing, visual merchandising, back office & customer conversion. I also came up with a specific report on the Stock Replenishment of the pantaloons retail segment situated in Durgapur.

Cretasys Technologies

Freelance Content Writer

January 2015 - November 2015 (11 months) Jaipur Area, India

Successfully accomplished the content creation projects with the company Cretasys Technologies for the own websites and blog publishing.

National Youth Computer Literacy Drive - India Auto CAD designer 3D Modeling + 2D Drafting February 2014 - September 2014 (8 months) Durgapur Area, India

Successfully accomplished the 1 year Auto CAD designer 3D Modeling + 2D Drafting course/training and obtained an excellent result on the tests.

National Youth Computer Literacy Drive - India

Diploma In Computer Application

February 2012 - March 2013 (1 year 2 months) Durgapur Area, India

Successfully completed the 10+2 level, 1.6-year diploma course in computer and obtained good results in the test. This course was all about the MS Office Applications; Networking & Internetworking; Programming - Development tools & languages; Software Hacking & IT security; PC Assembly and Trouble- shooting; Database Development & Administration.