

SUDEEPTA KARMAKAR

Digital Marketing, Brand & E-commerce Specialist

kk.sudeepta@gmail.com · +880-1731475123



PROFESSIONAL SUMMARY

Results-driven Digital Marketing professional with 7+ years of progressive cross-industry experience in brand management, performance marketing, and e-commerce growth. Proven track record of planning and executing high-ROI digital campaigns across Meta Ads, Google Ads, TikTok, and SEO/SEM — including a landmark 60% increase in online sales. Skilled in multi-channel content strategy, paid media optimization, data analytics, and team collaboration. Adept at translating business objectives into measurable digital outcomes across retail, FMCG, education, and media sectors.

CORE COMPETENCIES

- Digital Marketing Strategy & Planning
- Social Media Management & Growth
- Content Strategy & Copywriting
- Campaign Analytics & Performance Reporting
- Brand Strategy & Positioning
- A/B Testing & Conversion Rate Optimizations
- Paid Media — Meta Ads & Google Ads
- SEO / SEM & Keyword Strategy
- E-commerce Management & Optimizations
- Influencer & Affiliate Marketing
- CRM & Email Marketing
- Adobe Creative Suite & CapCut

KEY ACHIEVEMENTS

🏆 Drove a 60% increase in online sales by spearheading Diamond World's Online Fest 2022 — a 14-day multi-platform flash sale campaign across Facebook, Instagram & Google.

📊 Managed 6 simultaneous digital channels at Western Mart (Meta, Google, TikTok, eBay, TikTok Shop & website), delivering a 55% uplift in e-commerce revenue.

🎯 Sustained ROAS of 5.5x–6.0x across Diamond World campaigns — consistently outperforming jewellery industry benchmarks.

📈 Led 4 consecutive Valentine's Jewellery Fair Online Campaigns (2020–2023) with avg. 42% YoY sales lift and 1.01% conversion rate.

✍️ Produced SEO-optimized content that delivered a 30% increase in engagement and improved organic search rankings as a freelance content strategist.

PROFESSIONAL EXPERIENCE

Social Media Manager | IMPIT Limited | Jun 2026 – Present

- Lead social media management, content marketing, and digital engagement strategies across Facebook, Instagram, LinkedIn, TikTok, and other relevant platforms.
- Create and manage content calendars, social media campaigns, reels, and multimedia assets to increase brand awareness, engagement, and follower growth.
- Execute paid social advertising campaigns, audience targeting, and campaign optimization to maximize reach, lead generation, and return on ad spend (ROAS).
- Analyze platform insights and performance metrics, delivering regular reports and recommendations to improve campaign effectiveness and audience engagement.
- Coordinate with design, marketing, and business teams to ensure consistent brand communication and successful execution of digital marketing initiatives.

Manager, Brand & Digital Marketing | GTech Solutions Ltd. | Aug 2025 – May 2026

- Lead end-to-end digital marketing strategy, brand positioning, and performance marketing across Meta Ads, Google Ads, and LinkedIn for client and in-house brands.
- Manage creative content planning, campaign execution, and cross-functional team collaboration to align brand messaging with campaign KPIs.
- Oversee analytics dashboards, budget allocation, and campaign reporting to drive data-informed optimizations and improve ROI.
- Spearhead innovation in content-led marketing, marketing automation workflows, and digital funnel growth initiatives.

Manager, Digital & Social Media Marketing | Western Mart Ltd. | Jan 2025 – Jul 2025

- Planned and executed data-driven paid campaigns across Meta (Facebook & Instagram), Google Ads, and TikTok — driving measurable growth in awareness and conversions.
- Managed end-to-end e-commerce ecosystem including company website, eBay Seller Hub, and TikTok Shop, improving UX and maximizing online sales.
- Developed and maintained comprehensive content calendars aligned with brand strategy, seasonal campaigns, and audience insights.
- Applied A/B testing, audience segmentation, and analytics-driven optimization to advertising strategies, improving overall campaign ROAS.
- Researched industry trends, competitor activities, and consumer behavior to continuously refine content strategy and media planning.

Asst. Manager, Marketing & Operations | Janata Foods | Oct 2023 – Dec 2024

- Developed and executed omnichannel marketing strategies across digital and traditional channels, increasing brand visibility and driving revenue growth.
- Led cross-functional teams across marketing, operations, and sales to ensure alignment of campaigns with overall business objectives.
- Managed day-to-day marketing operations including budget control, vendor coordination, process optimization, and reporting.
- Conducted market research and competitive analysis to identify growth opportunities and inform promotional planning.

Asst. Manager, E-commerce & Digital Brand | Diamond World Ltd. | Feb 2019 – May 2023

- Planned, executed, and optimized paid campaigns on Meta Ads, Google Ads, and Instagram – consistently delivering above-benchmark CTR and conversion rates.
- Led a content team in producing high-quality multimedia assets (video, image, copy) for e-commerce and social media platforms, driving traffic and sales.
- Managed and maintained the company's e-commerce website – ensuring accurate product listings, optimized UX, and aligned promotional activity.
- Implemented SEO and SEM strategies that improved product visibility, organic rankings, and paid search efficiency.
- Spearheaded Diamond World's Online Fest 2022, achieving a 60% increase in online sales within 14 days through integrated digital campaign execution.
- Provided regular performance reports using Google Analytics, Facebook Insights, and Meta Business Suite, adjusting strategies based on data insights.
- Delivered brand-led campaigns for Black Friday (2021–2022) and Valentine's Jewellery Fair (2020–2023), sustaining 4-year customer acquisition growth.

Executive, Design & Product Development | Techneo360 | June 2018 – Jan 2019

- Managed UI/UX design projects and digital branding initiatives to ensure visual consistency and enhanced user experience across platforms.
- Collaborated with cross-functional teams to streamline design workflows and deliver on-brand digital assets.

TECHNICAL SKILLS & TOOLS

Paid Advertising	Meta Ads Manager, Google Ads, TikTok Ads Manager, Facebook Pixel, Google Tag Manager
Analytics & SEO	Google Analytics 4, Google Search Console, Meta Business Suite, SEMrush
E-commerce	WordPress / WooCommerce, Shopify, Amazon Seller Central, eBay Seller Hub, TikTok Shop, Daraz Seller Center, Pathao
Social Media	Meta Creator Studio, Hootsuite, Buffer, Pinterest Business, TikTok
Design & Creative	Adobe Photoshop, Adobe Illustrator, CapCut, Canva
CRM & Email	HubSpot, Mailchimp, Klaviyo
AI & Automation	Claude, ChatGPT, MidJourney, Perplexity AI, Zapier, NotebookLM
Project Management	Notion, Trello, Slack, Google Workspace, Microsoft 365

EDUCATION

BSc in Information Technology

University of Derby | First Class Honours | 2018

BTEC Level 5 Diploma — Computing & System Development

Pearson Education (BAC International Ltd.) | Merit | 2015

A Levels — Physics & Mathematics | Philosophia School | 2013

O Levels | Philosophia School | 2011

IELTS — Band Score 6.5 | British Council, Dhaka