



Anwesha Banerjee

Digital Marketing Specialist

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EDUCATION

Degree/Certificate	Institute/Board	CGPA/Percentage	Year
MA in Media and Advertising	Christ University, Bangalore	8.5	1/2026

EXPERIENCE

- IIM BANGALORE** 

Research and business development associate

Jun 2025-Current
Bangalore , India

 - Marketing strategy and online communications for the Lean Management Programme under Prof. Saideep Rathnam (MIJSC), including campaign planning, audience segmentation and digital outreach.
 - Executed off-page SEO initiatives including backlink development, authority-building, blog content and digital content optimisation; also contributed to SEO-informed UX/UI and web best-practice recommendations for IIMB programme initiatives and partner projects.
 - Used audience and engagement insights to support content planning, campaign reporting and digital communication for programme initiatives and events.
 - Contributed to digital marketing discussions with senior industry stakeholders, including MD-level representatives from Toyota and Hyundai, around sector opportunities, audience reach and digital positioning.
 - Creative: Adobe Creative Suite • Figma • Canva
 - Analytics: SEMrush • Ahrefs • Campaign Reporting • Competitor Research
- Solution Alliance** 

Digital Marketing and Analytics Consultant

Jan 2024 - Jan 2026
Remote, full time

 - Managed Instagram, LinkedIn and Meta content , including scheduling, captions and community engagement.
 - Produced bi-weekly 500-700 word Medium articles on H-1B, EB-5, L-1 and E-2 visa topics, optimised for search and Indian professional audiences.
 - Coordinated content delivery across a 10-member team and supported campaign tracking and performance measurement using Google Tag Manager.
 - Built a 13-theme monthly content calendar that served as the team's primary editorial framework and planned content one month in advance
 - Digital Marketing: Google Ads • Meta Ads Manager • Google Analytics • SEO • SEM • Campaign Management • Performance Marketing • Audience Targeting
- Tea Day** 

Growth Marketing Executive

Sep 2022 - Dec 2023
Bangalore India

 - Grew the brand's Instagram audience organically from 150 to 2,000+ followers through targeted content strategy and community engagement.
 - Developed visual identity assets across social media, posters and website UI.
 - Executed targeted digital campaigns across Goa, Bengaluru and Mumbai, contributing to a 35% improvement in engagement through defined audience targeting.
 - Analysed engagement and performance data to identify trends, optimise content strategy and present findings during internal marketing reviews.
 - CRM and Content: HubSpot • Email Marketing • CRM • Content Strategy • Social Media Management • Community Management
 - Creative: Adobe Creative Suite • Figma • Canva
- WION** 

SEO Content Writing

Jun 2022 - Aug 2022
Noida , India , Intern(WFH)

- Crafted concise, real-time website ticker headlines with an emphasis on accuracy, readability and broadcast tone. Applied keyword optimisation and content analysis to improve audience retention and refine headline prioritisation
- Content SEO: Blog Writing • SEO Content Writing • Keyword Research • On-Page SEO • Content Optimisation • Content Strategy • Editorial Planning
- Digital PR Outreach: Backlink Strategy • Link Building • Media Outreach • Digital PR • PR Content • Guest Posting • Off-Page SEO
- Creative: Adobe Creative Suite • Figma • Canva.

KEY NOTE SPEAKER

- **Christ University**: Guest Speaker for 2 days workshop on Social Media Management
- **Bangalore University**: Guest Speaker for 1 day workshop on Social Media Management and Digital Campaign
- **Agastya International Foundation**: GUEST FACULTY TRAINER Conducted weekly session of students once in a week in enhancing their creative skill for 1 month each batch

RESEARCH PAPER: PRESENTATION AND PUBLICATION

- **Presented Paper**: [• Presented research on social media influence, wearable technology and consumer behaviour at the Pramana International Conference 2025. • Research on data visualisation and SEO for government news websites accepted for academic publication.scheduled to be held on 2nd and 3rd February, 2025 at the Sandipani Leadership Development Center, Symbiosis International University, Hilltop Campus, Lavale, Pune, Maharashtra, India.]
- **Ongoing Research Paper**: "[Data Viz using various tools to improve the SEO of Government News Website " : has been accepted for publication in the article. This ongoing research paper has been accepted for publication at **Pondicherry University with the collaboration of the University of Toulon, France** which the Department of Electronics Media and Mass Communication has organised.]

SKILLS

- **UI Design**: Figma, AdobeXD
- **Social Media Marketing**: Google Analytics, SEMrush, Ahrefs
- **Design Tools**: Adobe Creative Suite (Photoshop, Illustrator, InDesign), Figma, Canva

ACHIEVEMENTS

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|---|---------------------|
| ◦ Darpan Logo Competition | <i>First Winner</i> |
| ◦ Mesta Reel Making | <i>Third Prize</i> |
| ◦ RAABTA FILM MAKING COMPETITION (5 MIN) | <i>First Prize</i> |