



Soumyajit Mukherjee

Media Planner

Gulf Marcom Carat

Personal Details

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26th November 1990

Married

<https://www.linkedin.com/in/soumyajit-mukherjee-03865545/>

Manama, Kingdom of Bahrain

Languages

- English
- Bengali
- Hindi

Skills

- Microsoft Office
- Strategy
- Leadership



Summary

Innovative Media Planner skilled in the research, analysis and development of media marketing strategies. Adept at planning, managing and executing multi-channel digital campaigns from start to finish.



Education

- Certified **Google Analytics** (advanced) -2018 (Google Inc.)
- Certified **Digital Media Associate**- 2016-2017 (SimpliLearn)
- MBA (Marketing)** - 2013-2015 (Bengal Institute of Business Studies)
- Vocational internship in **Vodafone India** – October 2013 to February 2014
- B.Sc. (Hotel & Hospitality Administration)** – 2009-2012 (OSHM)

Work Experience

Media Planner (2017-Present)

Gulf Marcom Carat- (Affiliated to Dentsu International)

Established in 1974, offers 360 degree advertising solutions across a huge segments of clients

- Day to day media client servicing and consultation to the existing and potential clients locally and regionally
- Market landscaping, Identifying target audience by analyzing market data, understanding their behavior and habits across digital media channels as well as determining the best timing, and media mix for campaigns to develop effective media plans
- Identifying, developing and providing best innovative media solutions for fulfilling clients' objectives and campaign goals
- Coordinating with regional Carat/Dentsu offices to help clients reach out regionally and vis-à-vis
- Maintain continuous check on RTB, Impressions, CTR and CPL metrics, optimizing and enhancing campaigns based on current trend data and preparing end of campaign report



Hobbies & Interests



References

Ms. Shruti Singh

Business Director- AOR Lead (MediaCom, Malaysia)

Ex-BU Head- Gulf Marcom Carat, Bahrain

 +60 11 1437 6564

Mr. Rajiv Soni

Mentor & Brand Engineer

Ex-Head Marcom & Corporate Branding, Tata

Steel

 +91 98310 92217

Marketing Executive-Smart Money (Online Portal) Retail

Banking (2015-2017)

Bahrain Financing Company

Established in 1917, offers financial services to the customers (B2C & B2B)



- Collating information on product performance, market presence and brand positioning vis-à-vis competition in liaison with market research & consulting agencies
- Campaign conceptualizing, scheduling, media planning, launching, monitoring and optimizing to achieve delivery
- Liable for visibility of the product (online & offline)
- Part of the BFC Smart Money mobile application development team