



# Soumyajit Mukherjee

## Media Planner

Gulf Marcom Carat

### Personal Details

- soumyajitmukherjee.m@gmail.com
- +973 3919 5954
- 26<sup>th</sup> 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



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

## References

Ms. Shruti Singh

Business Director- AOR Lead (MediaCom, Malaysia)

Ex-BU Head- Gulf Marcom Carat, Bahrain

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Mr. Rajiv Soni

Mentor & Brand Engineer

Ex-Head Marcom & Corporate Branding, Tata

Steel

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