



# Anusree Mukherjee

Digital marketing

Paris, France

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## Languages

English (Fluent)

French (Work Proficiency)

Hindi (Fluent)

Bengali (Fluent)

## About

An analytical, creative, and results-driven professional, with 3+ years of experience in B2B and B2C digital marketing, communication, content, PR, social media, and campaign management strategies. An independent and proactive team member who displays leadership qualities, quick to learn, with a working style that embodies determination to achieve and inspire. I derive my work-life balance from travelling, art and movies.

### BRANDS WORKED WITH

- Groupe Cerise L
- Mission Swayam Siddha
- Questo, Mobile Gaming App L
- Republic TV L
- Solavieve Technologies L
- Sports Crunch L

## Experience

### ● Co-founder, Marketing and Content head

Mission Swayam Siddha | Jan 2017 - Now

Handicrafts store employing the less fortunate to help build art and make a living Manage all social and digital campaigns, using KPIs and conducted performance benchmarking Created and published high quality content on social media applications: Facebook, Youtube and Instagram Ads ROI 5x and managed budgets (10,000 EUR)

### ● Multi-editor and Content Strategist, UK Market

Groupe Cerise L | Oct 2021 - Aug 2022

Drove conversions up by 40%, with 200,000 views on the website in 24hr Generated material for websites, internet marketing, and podcasts; disseminating it for the English publications Oh My Mag! and Gentside magazines Expanded our English market in America by establishing standardized departmental processes to create, distribute, and manage content across multi-media platforms Exceeded targets and brought in 100+ followers on social media channels

### ● Digital Marketing and Communication Strategist

Solavieve Technologies L | Dec 2020 - Sep 2021

Exceeded the number of unique application downloads on Day 1, which was 10,000 Performed strategic prospecting of KPIs, lead nurturing by using event, webinar and event marketing. Thereby improving lead generation quality by 20% Created content, infographics based on market changes in health industry across Europe Provided exceptional problem solving strategies by developing robust knowledge of products, brand history, and trends. Was the communication point between departments Created the first podcast for the company as a marketing strategy, driving conversions up by 30% Built content calendars, conducted email marketing and PR

### ● Game Developer

Questo, Mobile Gaming App L | Jan 2020 - Jul 2021

Successfully released my game in Paris after becoming an adept at gaining mobile users. Business Development: identified new markets for the game Achieved 50 downloads on day 1 of release Performed freelance concept writing, shooting and video editing

### ● Output Correspondent

Republic TV L | Nov 2020 - Feb 2021

Exceeded TRP rating of 8/10 during State elections 2020 Organised ticker news/points daily for the Prime Time anchor at 21 hours Provided in depth insight into competitor analysis bi-weekly Travelled to remote locations in India and news reporting from there Entrepreneurial Experience

- **Co-editor, Correspondent**

Sports Crunch L | Jan 2016 - Jan 2017

Edited articles to be published on the news site daily. Conducted summits with journalists for better practices of Sports engagement. Interviewed various sports personnel in India. Received the 'Best Correspondent' award for exemplary performance in Q2.