



# Palash Ghosh

Social Media Ads Expert | Digital Marketing Manager at Bonanza Group of companies

Dhaka, Bangladesh

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## Links

[LinkedIn](#)

## Languages

English

## About

As a Digital Marketing professional, i will be responsible for implementing and managing online marketing activities to promote your brand, products, or services. Company role will involve creating and executing digital campaigns, optimizing website content, managing social media platforms, and utilizing various digital marketing tools and techniques. Through data analysis and continuous monitoring, company will identify opportunities for improvement, refine strategies, and drive increased traffic, engagement, and conversions. My creativity, analytical skills, and understanding of digital trends will contribute to the overall success of our marketing efforts in the online space.

### BRANDS WORKED WITH

Astha platform limited

Bonanza Group of companies

TechShu.com - 360 Degree Digital Marketing

## Experience

### Digital Marketing Manager

Bonanza Group of companies | Jul 2022 -

- Driving the Sales performance of the e-commerce platform.
- Strategy Development: Creating comprehensive digital marketing strategies aligned with business objectives, target audience, and budget constraints.
- SEO and SEM: Implementing SEO techniques to improve website visibility and managing SEM campaigns for increased online visibility and lead generation

### Digital Marketing Specialist

Astha platform limited | May 2021 - Jun 2022

- Measure site traffic, identify, evaluate and optimize marketing campaigns, social media, and display & search advertising using web analytics tools.
- Social Media Management: Managing and growing the organization's presence on social media platforms, interacting with followers, and monitoring social media analytics.
- Manage organization's website & work on SEO of the website pages.

### Digital Marketing Executive

TechShu.com - 360 Degree Digital Marketing | Feb 2018 - Mar 2021

- Lead Generation: Developing strategies and tactics to generate qualified leads and nurture prospects through the sales funnel.
- Conversion Optimization: Identifying areas for improving website user experience and conversion rates, implementing A/B testing, and making data-backed optimizations.
- Brand Management: Ensuring consistent brand messaging and image across all digital channels and touchpoints.

## Education & Training

2017 - 2020

### Daffodil International University-DIU

Bachelor of Science,