



# Neelanjyan Dutta

Kolkata, West Bengal, India

 neelanjyandutta@gmail.com

 9944436924

 [linkedin.com/in/neelanjyandutta](https://www.linkedin.com/in/neelanjyandutta)

## Summary

Hi this is Neelanjyan, a Business Operations Manager and Digital Marketer working closely with start-ups. Also an Entrepreneur from the heart.

After completing my graduation with a Bachelor of Technology in Mechanical Engineering from VIT University, I have grown a keen interest in Sales and Marketing starting with my Involvement with Byju's as a Business Development Associate. The process of communicating with individuals or concerns for the purpose of solving their problems with Outreach and Sales excites me.

I am working as a Business Development Consultant with UnivInks, a start-up focused on bringing classrooms and their other necessities online. I was also working as a full-time Business Operations Manager and Digital Marketer with Serendipity Digital Media, another start-up working to bring exciting Content Creators in touch with advertisers/brands enabling the creators to influence their viewers and generate revenue and helping advertisers to reach a more active and targeted crowd.

Presently I am working with Echoboom Management and Entrepreneurial Solutions Pvt LTD as a Brand Ambassador L1 promoting Google Street View Services and Uno Green Cards to Businesses in all tires of cities across India.

You can also reach me at:

M: 9944436924

E: neelanjyandutta@gmail.com

## Experience

### Consultant Of Sales And Business Development

Enrole

Mar 2021 - Present (2 years 6 months)

At UnivInks, we bring an advanced use of technology for colleges that help faculties collaborate with students, evaluate and manage assignments, conduct lectures online, and engage them in productive discussions—everything online. The easy to set-up UnivInks classrooms are intuitive and user-friendly.

As a Business Development Consultant, I manage the end-to-end onboarding process and help bring UnivInks to more classrooms across India.

### Leader

Echoboom Management and Entrepreneurial Solutions

Sep 2022 - Aug 2023 (1 year)

Carrying out F2F Marketing Campaigns

Training

Team Building and Managing

Business Travel



## **Brand Ambassador**

Echoboom Management and Entrepreneurial Solutions

Jul 2022 - Aug 2022 (2 months)

Carrying out F2F Marketing Campaigns on a B2B and B2C Level.

Financial & Time Management

Unconventional BTL Activities

Enhancing Business Acumen



## **Business Operations Manager**

Aurora Digital Media

Apr 2021 - May 2022 (1 year 2 months)

Oversaw day-to-day business operations on the sales floor by fostering deep professional relationships with wholesale contacts and customers.

Managed team engaged in ongoing product optimization, account management, and ad placement.

Collaborated on responsive email design and industry email best practices.

Oversaw DNS records that impact email delivery, such as SPF and DKIM.

Managing relationships with ISPs including whitelisting and feedback loop programs.

Advising BD team on best e-mail sending strategies, registration sources, blacklisting, deliverability, and sender reputation.

Discussed SEO needs and optimized strategies for short- and long-term campaigns.

Monitored return on investment of online and social media marketing efforts.

Recommended changes to website architecture, content, and links to improve SEO positions for target keywords.

Executed tests, collected and analyzed resulting data, and identified trends and insights to achieve maximum ROI in paid search campaigns.



## **Associate of Business Development**

BYJU'S

Aug 2020 - Mar 2021 (8 months)

Boosted revenue by bringing in and cementing relationships with new clients and optimizing servicing of existing customer accounts.

Applied core knowledge to effectively communicate sensitive or technical information while adhering to regulatory guidelines.

Built client relationships by responding to inquiries, identifying and assessing clients' needs, resolving problems, and following up with potential and existing clients.

Boosted revenue by bringing in and cementing relationships with new clients and optimizing servicing of existing customer accounts

Used LeadSquared to handle current portfolio and prospective leads

Maintained and updated project plan by tracking technical dependencies and issued project milestone updates.

Conducted customer research using qualitative surveys to understand consumer opinions.

Generated 92% in sales through effective networking and marketing strategies to grow new business and increase productivity.

Secured long-term accounts by recommending strategies to promote brand effectiveness and highlight product benefits.

## Education



### **VIT\_Vellore Institute of Technology**

Bachelor of Technology - BTech, Mechanical Engineering

2016 - 2020

## Licenses & Certifications



### **CSWA (Full Exam) - SolidWorks Authorized Training Centre**

C-PJCZVM4Q5Y

## Skills

Google Maps • Entrepreneurship • Software as a Service (SaaS) • Business Analysis • Google Cloud Platform (GCP) • Advertising • Google Analytics • Google Ads • Search Engine Optimization (SEO) • Engineering