



Abhijit Panda

Digital Strategist
Passionate Marketer

Profile Summary

Abhijit boasts of an advantage of being in the Digital Space since 2009. He is an accomplished Marketing Leader with over 10 years of experience in Integrated Marketing specializing in B2B Lead Generation, SEO, SEM, Events Marketing, Social Media Marketing, Product Positioning & Marketing, Public Relations, Marketing Communication, Internal Communication, Advertising, and Brand Management.

Career Highlights

- Over 10 Years of experience in B2B Lead Generation and Branding in International Markets-US, EU, APAC
- Google Adwords + Google Analytics Certified Professional
- Experience in SaaS Marketing and Software Services Marketing
- Maximum Team Size Handled: 36 Members
- MBA in Marketing from Symbiosis University + B.Tech from NIT Rourkela



EDUCATION

SYMBIOSIS INT. UNIVERSITY

MBA in International Business Marketing
June 2007 - May 2009
Aggregate: 3.017/4

NIT ROURKELA

B. Tech. in Chemical Engineering
June 2000 - May 2004
Aggregate: 65.9%



PROFESSIONAL SKILLS



CONNECT WITH ABHIJIT



AVP Marketing at Xoxoday

B2B SaaS Marketing in HR Tech Domain

Oct 2019 to Current

- SEO: On-Page and Off-Page strategy creation
- SEM: Set up Google Text Ads, Google Display Ads
- Content Strategy: For every stage of Decision Making Funnel
- Re-targeting: Using Google, LinkedIn: using targeted lists, Lookalike Audience and Databases
- Web Analytics: Using Google Analytics, Heap Analytics
- Content Calendar & Webinar Calendar Setup by collaborating with Influencers, writers & stake holders
- Email Marketing and Lead Nurturing efforts
- Co-Marketing Activities
- International Events and Trade shows
- Running organic and paid Social Media Campaigns in LinkedIn and Review Sites
- Marketing Collateral, Landing Pages, Plan PR strategy

Professional Achievements

- Conceptualized Integrated Marketing Campaigns Across Multiple Channels
- Implemented Influencer Marketing Strategies

Marketing Head at RTDS

B2B SaaS Marketing in Cloud Telephony & Cloud Hosting

July 2018 to Nov 2019

- End to End SEO Strategy
- Content Calendar Creation
- Google Ads, Bing Search Ad & Remarketing Campaign Strategies
- Conversion Tracking through Advanced Analytics, Pain
- Upgrading Design of Websites using
- Color Theories, Psychological Triggers and Friction Analysis
- Implementing Conversion Rate
- Optimization(CRO) Principles
- Planning PR Activities, Influencer Marketing and Branding Campaigns
- Hiring, Training, Mentoring, and Coaching a High-Performance Marketing Team while Nurturing an Atmosphere of Trust, Teamwork, and Growth

Professional Achievements

- Expanded team size from 10 to 36 Members
- Improved Cost/Lead & RoI
- Increased website traffic between 100-450% YoY for the above brands and improved lead generation in the range of 126-600%
- Data Driven Approach Implementation: Creation of Task Sheets, Score Cards and KRAs

CERTIFICATIONS

GOOGLE ADWORDS

Google Ads Search, Google Ads Video and Google Ads Display Ads and Google Ads Shopping Certified

GOOGLE ANALYTICS

Google Analytics Advanced Certification, Google Analytics Power User Certification

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TOOLS & APPLICATIONS

WEB ANALYTICS

Google Analytics, Bing Analytics, Raven SEO Tools, Ahrefs, SEM Rush, Heap Analytics, Woopra Analytics

MISC. SEARCH ENGINE TOOLS

Google Search Console, Google Tag Manager, Ahrefs, SEM Rush, SpyFu, Raven SEO Tool, URL Profiler, Call Rail for Intelligent Call Tracking

PAID AD TOOLS

Google Ads, Bing Ads, Adwords Editor, LinkedIn Text Ads, Facebook Ads, Google Display Ads

TECHNOLOGY AND CMS

Working level knowledge of WordPress, Webflow, HTML, CSS, JavaScript Tags

CRM TOOLS

Working level knowledge of Zoho CRM & Freshsales [CRM by Freshworks]

MARKETING AUTOMATION

Working level knowledge of Hubspot

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PERSONAL DATA

Date of Birth:

28th June 1982

Nationality

Indian

Languages Known

English, Hindi, Oriya, Chinese(Basic), German(Basic)

Senior Marketing Manager

at Mindfire Solutions

B2B Software Services

Marketing

Nov 2009 to June 2018

- Search Ad Campaigns Conceptualization, Implementation & Management in Google, Bing & Yahoo Search
- End to End Content & SEO Strategy
- Perform Market Research, Customer Research, Trend Analysis & Competitor Analysis
- Website Management & Improvement, Behavioral Analysis & Conversion Path Tracking
- Marketing Collateral Creation and Management
- Conceptualized 2 Annual Events: [DDM IT QUIZ](#) and [TechBhubaneswar](#) for Branding and Recruitment Marketing
- Brand Building activities by participating in International Events and Expos, Road Shows, Award Ceremonies
- Mindfire Re-branding by Logo and Tag Line Creation
- Part of Core Team responsible for Complete Digital Transformation

Professional Achievements

- Conceptualized & successfully implemented Digital Marketing Strategies from scratch.
- Was instrumental in transforming Mindfire from an India focused Outbound marketing company to a 100% Inbound Marketing company with Global Clientele [68% USA and 16% EU+Australia]
- Played a pivotal role in growing the Revenue by over 6X and Headcount by 2.5X
- Increased Moz Domain Authority from 10 to 50

External Marketing

Consultant to CEO at

Mindfire Solutions

May 2009 to Nov 2009

- Refinement of the existing Outbound Marketing Strategies
- Coordinate with Stake Holders to produce Marketing Materials from scratch
- Formulate Strategy for attending International Tech Conferences and Expos

Professional Achievements

- Pitched and Convinced the CEO to adopt Digital Marketing methods for lead generation

Awards & Achievements

- Co-founder of Not-for-profit Website [Bhubaneswar Buzz](#) about my home town Bhubaneswar. Its [Facebook Page](#) has 100,000+ followers and [Twitter account](#) 42,700+ followers
- Received "MOTY (Mindfirean of the Year)" from Mr.Chinmoy Panda, Founder &CEO of Mindfire Solutions in March 2013
- Received the "President's Award for the Best Summer Project" and Cash Prize from Mr. Ajay Piramal, President of Piramal Healthcare on July 11th,2008
- Tata Crucible Corporate Quiz 2012 and Tata Crucible Corporate Quiz 2015 Bhubaneswar Edition Finalist
- Conceptualized and created Technical Blogging websites: [All About Web](#), [All About Testing](#) and [Burn Ignorance](#)
- Won several prizes in Business Quizzes across Engineering and MBA Days



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