Contact

upasanabhowmik0510@gmail.com

www.linkedin.com/in/upasana-bhowmik-a9236b193 (LinkedIn)

Top Skills

Content Strategy
Cross-functional Team Leadership
Chatbots

Languages

Hindi (Professional Working)
English (Full Professional)
Bengali (Native or Bilingual)

Certifications

Brand management
B2B content marketing SEO strategy
B2B: social media marketing
Marketing Analytic: Presenting Digital Marketing Data
Brand Strategy Management

Honors-Awards

Certified participant in Entrepreneurship Workshop held in IIT kharagpur
summer internship certificate from ITC limited
Leadership
service marketing

Upasana Bhowmik

Marketing Specialist | Brand Solutions | Growth Management
Bengaluru, Karnataka, India

Summary

Marketing Specialist with 5+ years of experience in digital strategy, brand marketing, and growth initiatives. Skilled in multi-channel campaigns, boosting brand engagement, and improving marketing performance with data-driven insights. Expertise in growth strategy, campaign management, KPI analysis, and customer journey optimization to drive business success.
I have driven content-led growth, thought leadership, and performance marketing across SaaS, ed-tech, F&B, travel, and healthcare, elevating brand visibility and revenue impact.

Experience

Pocket FM
Growth Marketing Manager
March 2025 - Present (11 months)
Bengaluru, Karnataka, India

Freelance
Marketing Specialist
April 2024 - February 2025 (11 months)
Bengaluru, Karnataka, India

1. Designed and executed multi-channel marketing strategies to enhance brand visibility and customer engagement.
2. Developed and managed social media campaigns across Instagram, Pinterest, and YouTube.
3. Creating comprehensive brand presentations for investment pitches and strategic business initiatives.
4. Planned and allocated budget resources for offline and online marketing campaigns to maximize efficiency and ROI.
5. Created SEO-optimized content for landing pages and websites to improve user experience and conversion rates.
6. Oversaw marketing collaterals and vendor coordination for physical outlets.
7. Analyzed campaign performance to refine marketing funnels and enhance acquisition strategies.

SPOCLEARN
Digital Marketing Specialist
August 2023 - April 2024 (9 months)
Bengaluru, Karnataka, India

Zotezo
Marketing Strategist
October 2022 - August 2023 (11 months)
Kolkata, West Bengal, India

Asian College of Teachers- Corporate
1 year 2 months

Senior Digital Marketing Executive
April 2022 - October 2022 (7 months)
Kolkata, West Bengal, India

Digital Marketing Executive
September 2021 - March 2022 (7 months)
Kolkata, West Bengal, India

Nextcrack
Digital Marketing Executive
May 2020 - September 2021 (1 year 5 months)

ITC Limited
Marketing Intern
June 2019 - August 2019 (3 months)
Kolkata Area, India

market research ans sales analysis of ITC Master Chef

tutor guide
content marketing
January 2019 - March 2019 (3 months)
Kolkata Area, India

content marketing and digital marketing

Education

Heritage Business School 304
Master of Business Administration - MBA, Marketing · (2018 - 2020)

Maulana Abul Kalam Azad University of Technology, West Bengal formerly WBUT

Master of Business Administration - MBA, Marketing/Marketing Management, General · (July 2018 - July 2020)

Maulana Abul Kalam Azad University of Technology, West Bengal formerly WBUT

Master of Business Administration - MBA, Marketing/Marketing Management, General · (July 2018 - July 2020)

Maulana Abul Kalam Azad University of Technology, West Bengal formerly WBUT

Bachelor of Technology - BTech, electrical engineering · (2013 - 2017)