**Pritam Majumdar**

**Address, Email & Phone**

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**Professional Summary**

**Brand & Organic Marketing Specialist | 9 Years’ Experience Across B2B & B2C**  
I’m a strategic marketing professional with **9 years** of cross-industry experience across **FMCG, D2C, Real Estate, SaaS, Blockchain, Travel, and Wellness**. I specialize in both **performance and brand marketing**, blending **creative storytelling** with **data-driven decision-making**. My expertise spans **offline brand campaigns, product storytelling, event-led activations, and multi-touchpoint executions**—especially within consumer-facing segments like wellness, **real estate, Ayurveda, FMCG; and CPG**. Adept at optimizing **ROI** through **marketing analytics**, I’ve successfully led and contributed to global campaigns across the **US, UK,** and **Europe**, ensuring **regional relevance, brand consistency,** **and measurable impact**.

### ****Core Competencies****

* FMCG, D2C & Real Estate Campaign Planning
* **Sales Strategy, Lead Nurturing & Conversion Optimization**
* Performance Marketing & ROI Optimization
* Product Launch Kits & POS Design
* Offline Brand Campaigns & On-Ground Activations
* Event Marketing, CXO Meets & Expo Strategy
* Paid Media, Retargeting & Funnel Management
* PR, Print Media & Marketing Collateral Design
* Data-led Marketing Analytics & Reporting
* B2B Sales Enablement & GTM Support
* **Cross-Sell, Upsell & Enterprise Sales Collaboration**
* Consumer Insight Mining & Regional Targeting
* Employer Branding & Internal Communication
* Cross-Functional & Global Stakeholder Collaboration

### ****Professional Experience****

#### ****Assistant Marketing Manager****

**Course5 Intelligence | Bangalore**  
**Feb 2024 – Sep 2024**

* Planned and executed integrated brand + performance campaigns at global tech events, including PR, digital, and on-ground collateral for US and UK markets.
* Led a team of 15–20 to align offline activations with sales outreach and performance goals.
* Created dashboards to track event ROI, MQL-to-SQL conversion, and campaign performance across North America and Europe.
* **Collaborated closely with the sales team to align messaging, improve lead quality, and support deal closures through sales enablement assets.**
* Oversaw third-party list management, direct mail placements, and analytics reporting for lead-gen initiatives.

#### ****Senior Executive – Marketing****

**Anunta Tech | Bangalore**  
**Sep 2023 – Feb 2024**

* Designed and executed offline event marketing strategies—expo kits, CXO meet setups, and post-event nurture sequences tailored for enterprise decision-makers.
* Collaborated with analytics teams to track offline+digital synergy and calculate lead quality, reach, and conversion.
* Supported performance marketing by feeding in event-driven lead cohorts for remarketing.
* **Enabled the sales team with vertical-specific decks, lead intel, and pitch collaterals to aid enterprise conversion.**
* Enhanced internal marketing and employer branding through location-specific initiatives.

#### ****Content Writer****

**Geeksoft Consulting | Bangalore**  
**Jul 2021 – Feb 2023**

* Produced SEO-optimized whitepapers, product brochures, and B2B lead-gen content for SaaS clients targeting the US cloud and software sectors.
* Maintained performance dashboards to optimize content formats for engagement and conversion.
* **Created pitch decks and objection-handling content to support inside sales and pre-sales teams.**
* Provided strategic support to the performance team by aligning messaging with funnel goals.

#### ****Senior Content Writer****

**Butterfly Ayurveda | Gurgaon**  
**Sep 2019 – Jan 2020**

* Created POS and in-store storytelling experiences to drive conversion in D2C wellness and Ayurveda retail.
* Contributed to performance campaigns by writing ad copies and landing page content that supported both in-store and online purchases.
* Developed global wellness content strategy for niche exports to US and European markets.
* **Aligned marketing with retail sales objectives to ensure seasonal promotions and packaging drove customer footfall and conversions.**

#### ****Technical Content Writer****

**Lepide Software | Noida**  
**Sep 2018 – May 2019**

* Crafted booth messaging, print assets, and datasheets for international events; worked alongside performance teams to retarget event-generated leads.
* Collaborated on omni-channel campaign planning by contributing to digital and offline collaterals.
* **Created post-event follow-up kits that enabled sales teams to re-engage with warm leads more effectively.**

#### ****Content Writer****

**Flexsin Technologies | Noida**  
**Jan 2018 – May 2018**

* Created integrated content for D2C, FMCG, and digital clients combining SEO, print, and email assets.
* Supported performance marketing teams with landing page and email content, tailored for international B2B audiences.

#### ****Content Writer****

**Agile Consulting Pvt. Ltd. | Gurgaon**  
**Jun 2017 – Dec 2017**

* Wrote destination marketing brochures and supported performance-driven travel campaigns targeting international tourists.
* Developed multi-channel content for D2C & FMCG clients in both print and digital formats.
* Ensured alignment of campaign messaging across print, email, and landing pages to improve funnel consistency.
* **Collaborated with business development teams to tailor messaging for travel partnerships and bulk bookings.**

#### ****Operations Executive (Marketing Focus)****

**Info Edge Ltd. – 99Acres.com | Noida**  
**Apr 2015 – Mar 2017**

* Led on-ground branding and local awareness campaigns for real estate expos across metro cities.
* Tracked offline marketing ROI using Excel dashboards and fed insights into local performance strategy.
* Supported property campaign launches with city-specific targeting and on-ground engagement plans.
* **Worked directly with sales teams to optimize lead handovers and improve walk-in conversion rates from expos.**

### Education

**MBA, Marketing & International Business**  
*Institute of Management Studies, Noida* — 2015

**Bachelor of Arts, English**  
University of Calcutta, Kolkata *— 2013*

**High School – Commerce & Humanities**  
*St. Xavier's Collegiate School, Kolkata* — 2008 & 2010

### Certifications & Internship

**Summer Internship Project:**  
“Market Growth & Future Potential for Air Freight Imports – Eastern India (Private Sector)”

### Tools & Platforms

* **SEO & Analytics:** Ahrefs, SEMrush, Google Analytics
* **Content & CRM:** HubSpot, WordPress, Zoho, Mailchimp
* **Reports:** Excel, Google Spread Sheeds
* **Social Media:** Hootsuite, Zoho Social, Meta Suite
* **Design & Collaboration:** Canva, Adobe Suite (basic), Figma (basic)

### Languages

* Fluent: English, Bengali, Hindi
* Basic: French, German