



ABOUT ME

Hi! I'm a professional with 8+ years of work experience in Digital Marketing, Content Management and Teaching roles, seeking a challenging career opportunity that allows me to further develop my skills and provides me a platform for career advancement while contributing my best to meet organizational goals.

PROFESSIONAL SKILLS

- **Digital Marketing:** SEO|SEM|Social Media Marketing|Social Media/Google Ad Campaigns|Content Marketing|Blogging
- **Content Writing:** E-learning|Marketing|Web Content|Social Media|Academics|Research|K12
- **Website Development-** CMS Platforms; Wordpress, Wixsite
- **K12:** Teaching|Content (School Books)|Curriculum Writing|Storyboarding (e-learning Materials)|Teaching Aids
- **POSM** - Digital Creatives Using Canva; Promotional materials)
- **Editing, Proofreading & Storyboarding**
- **Teaching**
- Works well both individually and in a team
 - Can work under pressure & targeted deadlines

LANGUAGES KNOWN

English - Read, Write & Speak - Proficient
Hindi - Read, Write & Speak - Proficient
Assamese - Read, Write & Speak - Proficient
Thai - Speak - Beginner

CONTACT ME

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BARNALI DUTTA

Digital Marketing|Content Management|Learning & Development

Nationality: Indian
Marital Status: Married

EXPERIENCE

1. ASIAN INSTITUTE OF TECHNOLOGY (AIT), THAILAND

(July 2019 - Present)

PROGRAM OFFICER

(Jan 2021 - Present)

Bangabandhu Chair Research & Outreach, AIT

Responsibilities:

- **Digital Marketing:** To promote the work done under the umbrella of Bangabandhu Chair at AIT and enhance visibility of the academic activities under the endowment program on various digital platforms.
 - **Website Development:** Developed a completely new Website for Bangabandhu Chair at AIT; www.bangabandhu-chair-ait.org (on Wix.com).
 - **Search Engine Optimization (SEO):** To enhance organic search traffic for Bangabandhu Chair [website](#); optimize content, keyword research.
 - **Content Management:** Maintaining daily content feed for the Bangabandhu Chair [website](#), dynamic up-to-date content for Bangabandhu Chair's various social media channels such as Facebook, LinkedIn, Twitter (managed on [Hootsuite](#))
 - **Digital Ad Campaigns & E-Mail marketing:** Performing Paid Ad Campaigns on social media and google, and e-mail marketing (on [MailChimp](#)); promoting 'Bangabandhu Chair' and AIT.
 - **Digital Creatives (POSM):** Design promotional materials such as banners, flyers for events, social media posts, etc. (using [Canva](#))
- **Research Support:** To provide support in literature review & writing content for research articles/book chapters, data management, writing reports, etc.
- **Outreach:** Assist in **event management**; organizing special dialogues, workshops, meetings, webinars, etc. under the 'Bangabandhu Chair' endowment at AIT.
- Other cross functional roles as per the evolving needs of the research and other related tasks under the 'Bangabandhu Chair' project at AIT.

PROGRAM OFFICER

(July 2019 - Dec 2020)

Department of Energy, Environment & Climate Change, AIT - Promotions & Outreach

Responsibilities:

- **Digital Marketing:**
 - **E-mail marketing** prospective applicants or students to promote the academic programs offered by the department (using [MailChimp](#), [HubSpot](#), [MailerLite](#)). Conveying information and communication through E-Newsletters, Annual Reports, Brochures, etc.
 - **Outreach Event Management:** Assist in organizing virtual and physical events; open house, online roadshows, special talks and other promotional events for brand communication and knowledge flow about the academic programs, admission process, scholarships, etc.
 - **Social Media Marketing:** Planning and formulating social media posts, videos to market the academic programs on [Facebook](#), [Twitter](#), [Instagram](#), [LinkedIn](#), [YouTube](#); to create online brand awareness and brand presence. Respond to feedback from the public in order to promote a positive image of the department and the institution.
 - **Search Engine Marketing (SEM):** Planning, executing and optimizing **Paid Ad Campaigns** on Social networking channels (FB, Instagram & Google). Check performance reports of campaigns; monitor progress, engagement, leads using various metrics.
 - **Search Engine Optimization (SEO):** To enhance organic search traffic for department [website](#); optimize content, keyword research.
 - **Content Management:** Daily content feed for department [website](#), Social Media Posts (on [Hootsuite](#)), Digital Ad Campaigns, Promotional Materials; E-Newsletters, Annual Reports, Brochures, etc., Script writing for Promotional Videos.
 - **Digital Creatives:** Designing promotional materials; social media posts, E-Newsletters, Brochures, other graphics for promotions, etc. by using tools like [Canva](#).
- **Admissions Support:** Reaching out to Prospective Applicants/Students; coordinate with the admission process & answer their admission-related queries.
- Other cross-functional roles

2. MTG LEARNING MEDIA PVT. LTD. (MTG BOOKS) - SCIENCE OLYMPIAD FOUNDATION (SOF), GURGAON, INDIA (SEPT 2017 - JUNE 2019)

Content Writer - Marketing|Academics

(May 2018 - June 2019)

Responsibilities:

- **Content Marketing:** (for MTG Books and other academic products of SOF)
 - **Social Media Marketing:** Writing content for social media posts; daily posts, infographics, e-quizzes, etc. to market the products of MTG Books and SOF on social media.
 - **Digital Ad Campaigns:** Planning, executing and optimizing Paid Ad Campaigns on Social networking channels (FB, Instagram & Google).
 - **Affiliate Marketing:** Writing Blogs|Articles promoting the products of MTG Books and SOF (published on <https://blog.pcmtoday.com>)
 - **Video Marketing:** Writing script & voice-over content for promotional videos of MTG and SOF products.
 - **Email Marketing** to potential customers promoting MTG Books and Products under SOF
- **Academic Content Writing:**
 - Online assessment worksheets: **Daily Online Practice Sets (DOPS)** - Online Practice papers for IGKO (International General Knowledge Olympiad) Exam conducted by SOF (Grade 1 to 10) (*Available at <https://pcmbtoday.com>)
 - **CRM:** Maintaining Student's Forum at **SOF Trainer's App** - Providing solutions to Student's Queries, Test papers (Entrance exams-AIPMT/NEET/KVPY/AIIMS, etc.), E-Quiz, etc.
 - **Content Reviewing|Editing**
 - **Manuscript Editing|Proofreading**
 - New project planning & strategizing, and Other cross-functional coordination such as coordinating with Graphic designers, etc.

Subject Matter Expert - Editorial (Content- K12)

(Sept 2017 - May 2018)

Responsibilities:

- **Content Development:** Written Science & Biology content for books & learning materials under the MTG Publications (*Published & Available at <https://pcmbtoday.com/>):
 - School Books: **NCERT at Your Fingertips** (Grade 6 to 10)
 - Online Practice Worksheets: Online Summer Program (Grade 1 to 5)
 - Student's Skill Development Modules: **Science Skill Development Program (SSDP)** - Science Online Worksheets for Student's Scientific Skill Development (Grade 1 to 5)
 - Activity Based Learning Books: **21 Science Crossword Puzzle** (Grade 6 to 8)
- **Editing & Proof Reading**
- **Manuscript Editing**
- New project planning & strategizing, and Other cross-functional coordination such as coordinating with Graphic designers, etc.

3. XAMCHECK - IMAX Publications (Part of BGM Policy), India (Oct 2015 - Mar 2016)

Academic Content Writer - E Learning (Science K-12)

Responsibilities:

- **Content Development** for K-12 academic standards (Based on Bloom's taxonomy) for IMAX Publications: Science textbooks, Science E-learning materials, Student's assessment questionnaires, Teaching aids; such as posters, lesson plan, etc.
- **Content Reviewing, Editing, and Other cross-functional roles.**

4. VedicVentures Learnings Pvt. Ltd., Bangalore, India

(May 2013 - Oct 2014)

Content Developer - E Learning (Science K-12)

Responsibilities:

- **Content development** for K12 academic standards (Based on Bloom's taxonomy): E-learning materials: Video lessons for Interactive CDs, Teacher's Resource Materials: Lesson plans based on experimental learning, etc., Online Students' Assessment: Online question banks, etc. (published on www.tupoints.com).
- Student's Assessment and Evaluation tools based on **CCE**.
- **Story boarding, Editing & Reviewing**

5. AMC City College, Bangalore, India

(Nov 2009 - Feb 2012)

Lecturer - Microbiology & Biotechnology

Responsibilities:

- **Course Instructor-** Microbiology, Biotechnology & Environmental Studies (Bachelor's & Master's Program)
- Handling Laboratory Practical Sessions
- Exam Invigilator under Bangalore University & Other cross-functional roles

EDUCATION & PROFESSIONAL COURSES

- **Executive MBA in Marketing (Online)**
(2020 - 2022)
INSTITUTE OF MANAGEMENT TECHNOLOGY (IMT) Ghaziabad, India
- **Certificate in Marketing Management**
(Jul 2021)
INDIAN INSTITUTE OF MANAGEMENT BANGALORE (IIMBx) - edX (Online)
- **Executive Management Development Program (eMDP) in Digital Marketing**
(May - Dec 2020)
XAVIER SCHOOL OF MANAGEMENT (XLRI) Jamshedpur, India (Online)
- **Advance Diploma in Medical Writing**
(Aug - Dec 2016)
SYNCORP CLINCARE TECHNOLOGY
Bangalore, India
1st Class
- **Bachelor of Education (B.Ed)**
(2011 - 2012)
SANJAY GANDHI COLLEGE OF EDUCATION
Bangalore, India
1st Class
- **Master of Science in Microbiology**
(2007 - 2009)
BANGALORE UNIVERSITY
Karnataka, India
1st Class, Class Ranking - 2nd Position
- **Bachelor of Science in Biotechnology**
(2004 - 2007)
BANGALORE UNIVERSITY
Karnataka, India
1st Class

REFERENCES

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