

# Aditya Banerjee

Marketing Manager, Communications

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## PROFESSIONAL EXPERIENCE

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**EkAnek Networks**, Marketing Manager (Foxy & EkStore) Dec 2023 – present | Delhi, India

- Directed **cross-channel promotional strategies** for **Foxy, HiPer, Boho Botanist, Style Union**, increasing push notifications **CTR by 260%** (0.21% to 0.76%) and enhancing open rates across WhatsApp, SMS, and email
- Engineered automated event-triggered flows driving **Foxy's daily order volume to 1k+**, boosting revenue efficiency
- Orchestrated **full-funnel** marketing campaigns from ideation to deployment, achieving **1.5x improvement in ROAS**
- Optimized email marketing campaigns for brands (Vodafone-Idea, Style Union), **elevating engagement by 10%**
- Enabled Style Union to achieve **450+ monthly orders** through AI-driven in-app communications & automation

**CupShup**, Executive-Copywriter Jun 2023 – Nov 2023 | Gurugram, India

- Developed high-impact copy for marquee clients such as **Swiggy, Zepto, Zomato**, fueling successful **BTL promotions**
- Led** integrated 360° marketing campaigns for client teams, ensuring cohesive brand storytelling across touchpoints
- Initiated** client outreach programs, winning **10+ new accounts** through strategic marketing pitches and storytelling

**Amrytt Media LLC**, Content Writer Mar 2021 – Apr 2023 | Ahmedabad, India

- Produced performance content for **300+** clients, **generating ₹1.5 Cr+; ₹5+ Lakh/month** from **15+** clients as sole POC
- Standardized** content guidelines and **cut turnaround time by 70%** by integrating AI-driven tools into daily workflow
- Mentored 5+ junior writers**, ensuring adherence to quality standards and accelerating onboarding processes

**Self-Employed**, Creative Media Specialist Ahmedabad, India

- Elevated **KIS International's** brand presence (40% followers inc.) via targeted social media strategies & content plan
- Collaborated** with **IIM Calcutta's** 'Pride of Joka' club to produce viral content that **garnered 3K+ views in 3 days**
- Secured** a full-time position at Amrytt Media after delivering high-converting blog & web content as a freelancer

## EDUCATION

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**M.Sc in Animation and VFX**, Gujarat University 2020 – 2022 | Ahmedabad, India

**B.Sc in Animation and VFX**, Gujarat University 2017 – 2020 | Ahmedabad, India

## CERTIFICATIONS

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### MAAC India

- Certification from MAAC in Photoshop, Illustrator, Premiere Pro, After Effects & Autodesk Maya

### ASDM

- Certification from ASDM (Ahmedabad School of Digital Management) in Performance Marketing (Meta & Google)