

RANIT JANA

BRAND MANAGER | CONTENT CREATOR

CONTACT

+919007894146
ranitjana1981@gmail.com
Passport No. M5190129
Indian Citizenship

SKILLS

Business Development
Brand Promotion
Film Production
Client Relationships

EDUCATION

B.E Print Engineering
Jadavpur University, India
2005-2008
Print Media Management, Quality Control

Diploma in Print Technology
The Regional Institute of Print Technology, India
2001-2004
Print Technology, Graphic Design

Digital Marketing Course
Seven Boats Academy, India
2016 - 2017
SEO, SEM, Social Media

PROFILE

Experienced and accomplished Marketing Professional with **14 years of experience in Brands and Communications, Business Tie Ups and Affiliations** along with Content Creation and Film Making

[Linkedin Profile](#)

[Content Creation Profile](#)

WORK EXPERIENCE

Country Manager (Remote Position)

TRAFFICBETS AD NETWORK, CAVITE CITY, FROM 26/03/2023
PHILIPPINES

- Marketing of Advertising Agency, interaction with clients for availing digital services, Off Site SEO for Online
- Rummy Game introduced by the Company.
Creating Back linking for the Rummy Game through all
- Social Bookmarking Sites
Promotion of the Game on Facebook, Instagram, Twitter,
- LinkedIn, YouTube and major Social Media Channels
- Sending Daily Reports to assigned authority
- Creation of Posters by Canva and Postermywall
- Affiliation with Publishers for Game Promotion
Sending Business Proposals to prospective clients for Lead Generation

Marketing Specialist (Remote Position)

Planet on Fire Video, a Leading OTT Platform, Helsinki, Finland FROM 01.01.2023

- Handling entire Social Media Management of the OTT Platform
- Promotion of Content Links, Posters and Other Promotional Material on various Social Media Platforms for Subscriber Growth
- Contacting with prospective Film Makers to submit their content on OTT
- Responsible for overall monetization of the platform

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INTERNSHIP

91.9 Friends FM Radio Station
(ABP Group, Kolkata, India)
09/2014 - 10/2014

- Worked with Various Events where Friends FM was a Radio Partner
- Involved in Contests and Gift Distribution conducted by FM Radio to attract customers
- Events Handled: Sunsilk Shampoo Contest, IDEA Cellular Selfie Contest

CONFERENCE/ AWARDS

DELEGATE at "ADTECH 2023"
New Delhi, March 2023
Behalf Of Trafficroads Ad Network

1st Prize in Graphic Design
IMPRINT Seminar, Anna University
Chennai, India, 2007
Behalf Of Jadavpur University

WORK EXPERIENCE

Brand Development Manager (On Site, Full Time)

SERVICE IN CORPORATION, 01.03.2010 to 28.02.2023
Advertising Firm, Kolkata, India

- Development of Business and Brands of Customers through Print Media, Digital Platforms, Film Shoots, Fm Radio, Events, Outdoor Media, Buying/ Selling Media Spaces and all types of Corporate/ Institutional Business Tie Ups.
- New Client Acquisition across the country through Corporate Sales.
- Fixing Meetings by Cold Calling, Sending Business Proposals, Presenting Company's Brand Portfolio, Taking Briefs and doing Regular Follow Up
- Maintain close links between production management and general or strategic management / marketing or finance roles

Sr. Graphic Technician, Grade 1 Officer (On Site, Full Time)

THOMSON PRESS INDIA LTD. 01.06.2008 to 29.02.2010
(INDIA TODAY GROUP), NEW DELHI,
INDIA

- Handled Digital Press section, Design Studio, Client Servicing & Quality Control
- Interaction with Indian and Overseas Clients for Print Publication
- Shift Handling and Manpower Management
- Creative Agency Coordination for Business Tie Ups and Other Branding Partnerships
- Organizing relevant training sessions
- Determine necessary resources and identify skill or staffing gaps in consultation with management
- Conduct skills assessment, development and ups killing programs in consultation with management and direct manager
- Organizing workflow to meet specifications and deadlines