


SWARUP KANTI DHAR

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Virtual Assistant & Digital Marketing Expert

BA 37/38 , Prafullya Kanan West, Kestopur
Kolkata -700101, West Bengal, India 

SUMMARY

Results-driven Digital Marketing Specialist & Virtual Assistant with 10 years of experience in SEO optimization, Shopify management, content creation, and digital strategy. Expertise in email marketing, Google Tag Manager, Pinterest marketing, and B2B lead generation. Adept at driving eCommerce growth, improving site performance, and providing technical support.

EDUCATION

Master of Bank Management (MBM)

Bangladesh University of Business and Technology (BUBT), Dhaka | 2013 (GPA: 3.64/4)

Master of Science (M.Sc.) in Statistics

University of Chittagong, Chittagong | 1997

Bachelor of Science (Honors) in Statistics

University of Chittagong, Chittagong | 1995

SKILLS

- Strong organizational and time-management skills
- Exceptional communication and interpersonal skills
- Ability to work independently and as part of a team
- Detail-oriented and able to handle multiple tasks simultaneously
- Experience in managing budgets and handling financial documents
- SEO & Digital Marketing:** SEO, SEMrush, Google Analytics, Google Ads, Facebook Ads, Pinterest Marketing, Google Search Console
- eCommerce & Store Management:** Shopify, WooCommerce, Amazon Affiliate Integration, Shopify SEO, Product Listings Optimization
- Content Creation & Writing:** Blog Writing, AI Content Editing (ChatGPT), Klaviyo, Mailchimp, Canva, WordPress
- Virtual Assistance:** Administrative Support, Appointment Scheduling & Setting, Data Entry, Office Management, Website Troubleshooting, & Google Tag Manager (GTM), IT & Systems Support
- AI Tools:** Proficient in using ChatGPT for content creation and editing.

PROFESSIONAL EXPERIENCE

Executive Virtual Assistant

Vowpaperie Inc. | Toronto, Canada | 2024 - Present

- Managed Shopify store operations, including SEO optimization of product listings, increasing organic traffic by 40%.
- Optimized product images and descriptions, leading to a 30% increase in conversion rates and improved customer experience.
- Assisted in Pinterest marketing with optimized pins and Tailwind scheduling, resulting in a 50% increase in Pinterest referral traffic.
- Developed email marketing flows using Klaviyo, leading to a 15% boost in engagement and a 10% increase in conversions.

Internet Marketing Manager

WebRiser India Inc. – Kolkata, India | 2022 - 2023

- Developed SEO strategies that led to a 30% increase in website traffic and a 25% improvement in user engagement within 6 months for clients in various industries.
- Conducted thorough keyword research using tools like SEMrush and Google Search Console, driving organic traffic and improving search engine rankings.
- Managed social media accounts, increasing follower engagement and brand presence across Instagram, Facebook, and Pinterest.

Head of Liability Operations & Assistant Vice President

Meghna Bank PLC – Dhaka, Bangladesh | 2021 - 2022

- Oversaw operations in liability management, internet banking, and account services for the bank's head office
- Assisted Head Of Operations in managing and coordinating schedules, meetings and training with senior executives & BM's
- Conducted research and prepared reports on various topics related to the bank's liability operations and industry trends
- Handle confidential information and documents with discretion and maintain their proper organization

Sr. Manager & Assistant Vice President

BRAC Bank PLC – Dhaka, Bangladesh | 2008 - 2020

- Provided operational and product support, overseeing key banking processes including account services and IT operations.
- Ensured compliance with legal regulations and optimized customer-facing services, managed various banking operations.

CERTIFICATIONS & TRAINING

- BSR's Copywriting Mastery
- BSR's Facebook Traffic Mastery
- Lead Generation Strategies by BSR
- Digital Marketing Academy by BSR
- YouTube Mastery
- Finacle Administrator Training – Infosys Limited, Bangalore
- ChatGPT & AI Content Editing Training
- CCNA (Networking Basics, Routing, Switching, WAN Technologies)
- TIVOLI Storage Manager Overview
- Excel Dashboard for Beginners
- Affiliate Marketing – BSR Academy
- Advanced Digital Marketing – BSR Academy

SOFTWARE PROFICIENCY

- **CRM Tools:** HubSpot, Zoho CRM, Salesforce
- **Content Creation & Management:** Canva, Templett, Klaviyo, Mailchimp, Tailwind, WordPress, Shopify, Pin Inspector, Insight Analyzer, keyword Everywhere, SEMrush
- **Project & Task Management:** Trello, ClickUp, Jira
- **Technical Support:** Zendesk, TeamViewer, AnyDesk, Stripe, PayPal, Square
- **Other Tools:** Figma, Google Drive & Google Workspace, Zoom
- **Core Banking Applications:** Finacle
- **Internet Banking Applications**

LANGUAGES

- English (Fluent), Hindi(Fluent), Bengali (Native)

REFERENCES

- Available upon request.

PROJECTS & ACCOMPLISHMENTS

Shopify Store Management, SEO & Pinterest for Vowpaperie:

- **Shopify Store Optimization:** Managed Shopify store operations, optimizing product listings, enhancing SEO, and providing ongoing technical support. This led to a 40% increase in organic traffic and 30% higher conversion rates.
- **Pinterest & Email Marketing:** Developed and optimized Canva Pins and used Tailwind for scheduling, boosting Pinterest-driven traffic by 50%. Implemented email marketing flows using Klaviyo, resulting in a 10% increase in conversions.
- **SEO Content Strategy:** Optimized product descriptions, meta tags, and URLs to improve search engine visibility and boost organic traffic. Enhanced SEO-rich blog content to improve rankings and user engagement.

Core Banking Application Migration Project for BRAC Bank PLC

Finacle Migration from Version 7 to Version 10 for Brac Bank PLC | 2016 - 2018

- Spearheaded the migration of the Finacle core banking system, reducing system downtime by 40% and increasing processing speed by 25%.
- Led cross-functional teams to ensure the smooth implementation of new banking applications, enhancing operational efficiency.
- Conducted system testing, troubleshooting, and training for bank staff to ensure effective adoption of new features.

Internet Banking Applications Project for BRAC Bank PLC

Internet Banking Applications for Brac Bank PLC | 2019 - 2020

- Oversaw internet banking operations, ensuring seamless transactions and data security, contributing to a 15% reduction in operational errors.
- Managed customer relationships and service delivery, ensuring that all client needs were met efficiently and effectively.
- Worked with IT and banking teams to integrate new payment systems and improved online banking services, driving a 20% increase in customer retention.
- Coordinated the implementation of Internet Banking features, improving customer satisfaction by 30% through enhanced UI/UX and new functionalities.



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