



CURRENT WORK EXPERIENCE

Vice President – Digital Platforms and Engagement

BW Businessworld Media Pvt. Ltd.

June 2015 – Till Date

Online Product | Online Marketing | Digital Content Strategy

Responsibilities -

Digital Evangelist in a traditional print magazine house

Evangelise the transformation process of print to digital within the company. Improve measurability of editors, reporting structure, content strategy, formatting related to digital publishing. Lead the change process.

Product development, launch of new businesses, set operational procedure

Lead the team to conceptualise, develop and launch new digital assets within the company. Set deadlines as per business plan, monitor and improve processes.

Content Strategist and Content Marketer

Bridge between content and sales team to create saleable content packages. Build content solutions as per client requirements for online platform and events. Manage partnerships and hunt for newer avenues to promote and distribute content.

Marketing and Alliances, Push subscription and revenue

Evaluate and Strategic alliances with partner companies that compliments or enhances product functionality, content distribution or businesses goals.

Advertisement Revenue Planning and Optimization

Responsible for key integration between Print, Digital, Video and Events team. Create 360 degree solution for clients resulting into greater value and optimization of inventories. Involved in editorial concept development and pre-sales activities.

Work on Business Plan, Presentation, Strategy/Investment Documents

Work on business plan, presentations and investment documents with senior management (Chairman & BOD) and partners (investment bankers etc.). Pitch, present or support as required.

SUDIPTA SENGUPTA

Digital Media Professional

11 years' experience in managing end to end business cycle of developing businesses around online community, user generated content and social media. Have played leadership roles in building online business strategies and alliances.

Conceptualized and owned online properties at startup phase and responsible for their elevation and management to growth phase. Recruited, Mentored and Retained Team in Startup Environment.

Active blogger, columnist and passionate trekker. Have had tasted success and failures, both with equal acceptance.

CONTACT ME



Gurgaon, Haryana, India



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PAST WORK EXPERIENCE

Merinews.com (Bizsol Advisors Pvt. Ltd.)

Head – Product and Alliance

2011 – PRESENT

Business Head for merinews.com managing a team of 15 members including Product, SEO, Content and Design. Responsible for business plan, P&L, product conceptualization, marketing & alliances, sales and overall business operations. Create city based local communities; evangelize the business concept and build alternate revenue streams through local classifieds, events etc.

Economictimes.com (Times Internet Limited)

Product Manager – Community

2010 - 2011

Conceptualise community based products and features on Economictimes.com (Stock Poll, ET Speed etc.) Monitoring competition websites and catch up of new products/features launched. Ensure timely launch and promotion of products.

Indiatimes.com (Times Internet Limited)

Product Manager – New Initiatives

2008 - 2010

A part of the New Initiatives team. Product manager for community and content based products like QnA, TOI Blogs. Role required identifying product opportunities within current system to improve pageviews, time spent per user and community participation.

merinews.com (Bizsol Advisors Pvt. Ltd.)

Manager – Strategy & Planning

2006 - 2008

Joined as a founding member. Primary responsibilities – conceptualise and build product, liaison with reporters/bloggers, content sourcing, SEO, being a concept evangelist and BTL marketing.



EDUCATION

2014

Certificate in Cyber Law

Indian Law Institute (ILI), New Delhi, India

2006

Post Graduate Diploma in Business Management (PGDBM)

IILM, New Delhi, India

2004

Bachelor in Technology (B.Tech), Instrumentation

Vidyasagar University, West Bengal, India



PROFESSIONAL SKILLS

PROFESSIONAL

Online Marketing



Content Strategy & SEO



Online Community Building



User Generated Content



Online Product Planning



Strategic Alliances and Partner Management



Handling Online Start ups



PERSONAL

Strategy & Planning



Organizational



Coordination



Leadership



Communication



Creativity



Teamwork



Entrepreneurial Spirit



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DETAILS OF RESPONSIBILITIES HANDLED

Product Management

Product Strategizing as per business requirement. Build wireframes, PRD, MRD etc. Product rollout/launch in **coordination** with multiple internal and external teams (Technical, UI, Sales etc.). Hands on with UAT, A/B testing etc. Guide junior members to take up product managers role effectively improving the overall functionality of the site.

Product Marketing (Online) and Content Strategy

Managed digital marketing campaigns, coordinated with various multi-disciplinary teams for the same. **Conceptualised content packages, editorial campaigns, sales briefs and client presentations** around creating and monetizing digital content. **Generated, edited and garnered user generated content** and online community.

Product Marketing (Offline)

Managed agencies for proper execution of various ATL (print, web) and BTL (events, road shows, street theatres etc.) activities to promote business/concept. **Negotiated and Coordinated event sponsorship deals** with event organizers.

Partner Management & Strategic Alliances

Identified partners, initiated discussion/proposal and closed deal. **Revenue Partnerships:** Partnered with agencies/network (DGM, Komli, Network Play etc.) for revenue generation. **Content Alliances:** Collaborated with HT Media, Tangerine Digital, Ventuno, IANS, News360, Flipboard, News Republic for content syndication. **Strategic Business Alliances:** Getit, Skymet, CouponRaja, CyberPlat, Hermes, GaneshaSpeak, Outbrain and many others for improving the business ecosystem.

Concept Evangelist

Have been a concept evangelist both inside and outside the company. Promoted community participation through social media. **Attended events/seminars/bloggers meet etc. to promote concept, network and identify potential partners.**

Competition Mapping

Track and Analyse growth of the market and the competitors in the industry. **Map product features, traffic analysis and marketing strategies of competitors** from time to time and send feedback to internal teams for necessary upgrade in strategy.

Team Management

Managed a team of 15+ member and coordinated with multiple internal departments (content, sales, product marketing) and external vendors (technology, administration) and freelance/consulting members.

Business and Corporate Strategy

Document Business Plan, Annual Operation Plan and target maps, have managed accountability for quarterly targets of traffic and revenue, **owned P&L statement**, timely presentation to management and board.

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PERSONAL DETAILS

- **Father'Name:** Subrata Sengupta
- **Date of Birth:** December 18, 1980
- **Passport # :** *(available)*
- **Communication Address :** B212. Cosmos Executive Apartments. Palam Vihar. Gurgaon. Pin: 122017.



PUBLICATIONS *(as a guest columnist)*

- The Tehelka (14th June, 2012): Let's buy firms responsibly
- The Tehelka (29th June, 2012): Netizens are fine reporters
- The Tehelka (20th June, 2011): A new online beast is on the prowl
- Millennium Post (7th May, 2012): Kapil Sibal and freedom on the Internet
- Millennium Post (17th May, 2012): Parenting in a digital age
- Lighthouse Insights (11th July, 2014) : Budget 2014- death pill for Digital Publishers
- Lighthouse Insights (24th Sep, 2014): A lost case of Digital Journalism