

Contact

soumyajitd@gmail.com

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(LinkedIn)

Top Skills

Optimization

Google Adwords

Team Leadership

Languages

Hindi (Full Professional)

English (Full Professional)

Bengali (Full Professional)

Certifications

Google Adwords Professional (GAP)

Honors-Awards

Google Grants Non Profit For
Business Award

Soumyajit Dey (he/him)

Global Head Digital Experience Optimisation (DXO) | Marketing and
Communications professional

Bengaluru

Summary

19+ years of digital, social media & cross functional experience in marketing. Highly experienced in developing and driving innovative marketing campaigns built on insights, integrated go to market strategies, media planning, agency management, managing a large number of stakeholders with a focus on driving business results & brand management.

Instrumental in setting up 'Centers of Excellence' and building high performance teams to deliver ROI & revenue goals via customer-focused digital marketing interventions. Extensive experience in creating and sustaining high performing teams, recruiting and nurturing talent. Significant experience in working in a global, matrix, environment.

Experience

Thoughtworks

1 year 5 months

Global Head, Digital Experience Optimisation (DXO)

March 2022 - Present (5 months)

Bengaluru, Karnataka, India

Global Digital Lead, Campaigns and Paid Advertising

March 2021 - March 2022 (1 year 1 month)

Bengaluru, Karnataka, India

Accenture

Digital Lead Accenture in India

April 2018 - March 2021 (3 years)

Bengaluru, Karnataka, India

Amazon

Head Global Scaled Services, Display Ads Amazon (EU, Canada & Japan)

April 2017 - April 2018 (1 year 1 month)

Bengaluru, Karnataka, India

Leader of Amazon advertising operation team (Display Ads) for international markets EU, Canada & Japan. Responsible for delivering services within SLA, managing innovation projects & scale up the team in India.

IBM

Digital Lead IBM Cloud India & South Asia

December 2014 - April 2017 (2 years 5 months)

Bengaluru, Karnataka, India

Digital Lead for IBM Cloud India South Asia (ISA) Market, responsible for managing multi-million dollar marketing budget and delivering ROI through data driven marketing. Establish digital footprint of IBM Cloud solutions in the ISA region and work with the global team in execution of digital and social media practices.

Google

AdWords Strategist, Direct Sales Retail

October 2004 - May 2012 (7 years 8 months)

Hyderabad Area, India

Manage a portfolio of accounts, responsible for end-to-end search, display & mobile marketing strategy & deliver ROI.

Education

ITM Group of Institutions

PGDBA, Marketing · (2001 - 2003)

St.Xavier's College, Kolkata

Bachelor's degree, Economics · (June 1997 - August 2001)

St.Xavier's College, Kolkata

High School, Science, Maths, Stats & Economics · (June 1995 - May 1997)

St. Xavier's School Durgapur

Science, Maths, Economics, Humanities. · (1990 - 1995)