

RITWIK SARKAR

BUSINESS DEVELOPMENT EXECUTIVE

B2B sales & content strategist , bringing content solutions from ideation to execution. I've driven results in the world of politics, sports & finance through the production of high value written content, digital product development and sales strategy built to Increase reach, enhance retention and strengthen brand identity.

EXPERIENCE

BUSINESS DEVELOPMENT EXECUTIVE

Klarity FX Feb 2019 - Present

- Increased prospect reach by 40 % leveraging data from Bloomberg & Reuters APIs, producing rich, prospect-facing reports for client presentations
- Enhanced client retention by breaking down macro economic issues for monthly newsletters, boosting subscriptions by 25%
- Strengthened brand identity through website redesign, google ad optimization contents, expanding client book across, US, Mexico & Canada
- Drove up client retention by simplifying trading strategy, pricing out options and benchmarking broker performance

SOCIAL MEDIA MANAGER

Alioto for Mayor May 2018 - Dec 2018

- Increased visibility to over 20,000 SF residents by optimizing candidate profiles on Twitter, Instagram & Snapchat
- Simplified messaging through timely social media posts, Instagram stories and enterprise video on issues from drug use to voter registration
- Increased digital engagement by 50% by writing content for custom Q&A chat bots on Facebook messenger and the campaign website.
- Analyzed political market trends to create editorial content for the candidate that responded to the needs of the electorate

CONTENT REVIEW ASSOCIATE

Snap Inc. May 2017 - Mar 2019

- Analyzed market trends from 1000's of user snaps, daily, creating specialized stories for Snaps "search" and "discover" products
- Liaised with engineers to boost the presence of brand-specific stories over 50% in the Bay area and LA metro geographies.
- Boosted snap's presence in India to reach 10 million users by setting guidelines for moderating Indian content creating stories for various festivals & sporting events.

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San Francisco, CA

SKILLS

Cold Calling & email marketing
SEO copywriting
Google Ads optimization
B2B editorials & newsletters
Webflow & Wordpress

Adobe creative suite
Audio engineering
Podcast Production
Graphics (Photoshop & Canva)

Salesforce & HubSpot
Outreach.io & Zoominfo
Sales Navigator
Constant Contact &
MailChimp
Bloomberg Terminal

CERTIFICATIONS

Google Ad Words
HubSpot Content Marketing
Bloomberg Market Concepts

EDUCATION

MA DIGITAL JOURNALISM

Newcastle University

Oct 2016

Graduated with Distinction,
Certified by British Journalism
Training Council

BA HISTORY

University of Delhi

May 2015