



Debajyoti Banerjee

Founder & CEO at Seven Boats, Google Certified Digital Marketer & Trainer, Brand Strategist, Consultant & Entrepreneur.

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<https://www.7boats.com>

SUMMARY

Founder & CEO at Seven Boats Info-System Private Limited, Google Certified Digital Marketer & Trainer, LinkedIn Certified WordPress & SEO Expert, Brand Strategist, Consultant & Entrepreneur. B. Tech in computer engineering & post graduate diploma in Marketing, Debajyoti has 17+ years of domain experience in digital marketing services & training with 500+ clients & 37K+ students in 70+ countries. He has been invited & felicitated by 25+ Top B Schools & universities including AICTE ATAL FDP, UGC-HRDC, IIM Shillong, IIM ROHTAK, IIT KGP, IIT Guwahati, Ranchi University & many more. He has been awarded with more than 20 national awards and he has received notable media coverage.

ABOUT

Debajyoti Banerjee is the Founder and CEO of Seven Boats Info-System Pvt Ltd. (Recognized by Government of India/ Ministry of Commerce & Industry under Startup India & an ISO 9001:2015 certified company). B.Tech in Computer Engineering & PGDM in Marketing, he is a seasoned Digital Marketing strategist & Google certified specialist with a career spanning more than 17 years in this domain.

His entrepreneurial acumen has been featured in Your Story, Yo Success, Social Samosa, Silicon India, Startup Talky, Talking Posts, Digital Monster Magazine, NEN, KNN India, Read Startups, Brilliant Read, Bengal Chamber of Commerce, Telegraph, Bartaman, ET & more.

He has been awarded with The Bengal Entrepreneurship Recognition by Bengal Chamber of Commerce, Indian Leadership Award by AIAF & nominated in India 5000 Best MSME. He has been invited & felicitated by IIM, IIT, GMIT, BPPIMT, GlobSyn, BIBS, CBS, NSHM, St. Xavier's College, Bhavan's, CU, Sangam University Rajasthan, AIESEC Coca-Cola Youth Speak Forum, PRCI, Entrepreneurship Development Institute of India, PRSI, eChai Network, United World School of Business, SSIT, MIST Hyderabad & many other institutes & corporate for thawing up the entrepreneur minds.

Seven Boats Academy is a premier digital marketing institute offering one of the best digital marketing courses globally via online & classroom mode. Established in 2011, Seven Boats Academy has trained 37K+ students & professionals globally by their classroom, Workshops & online courses.

Seven Boats has given digital marketing consultation & solutions in 50+ industry verticals for 500+ global projects including eminent brands like Shree Cement, RENE, NDTV Retail, Pran, Keya Seth, Shree Cement, Elite Footwear, Usashi, Evanie infra, i2i Optic Mauritius, Saraswati Academy, DN Homes, Primarc Realty, AVR group of Hotels . We've trained professionals from Nestle, Samsung, Frost & Sullivan, ABP, Primarc, TCS, CTS, Shriram Insight, PWC & more.

SKILLS

Digital Marketing
SEO
Web Analytics
SEM
Online Marketing
Email Marketing
Online Advertising
Social Media
Web Development
Social Media Marketing
Affiliate Marketing
PPC
Entrepreneurship
Marketing
E-commerce
CRM
Marketing Analytics
Product Management
Start-ups
Market Research
Conversion Optimization
Advertising Strategy
B2B & B2C Marketing
Digital Strategy
Mobile Marketing
Product Marketing

EXPERIENCE



Founder & CEO at Seven Boats Info-System Private Limited

Company Name

Seven Boats Info-System Pvt. Ltd. Full-time

Dates Employed

Aug 2011 – Present

Location

Kolkata Area, India

Lead strategist at 7Boats.com - ROI focused end-to-end Digital Marketing Company offering Domain registration, Web Hosting, Search Engine marketing, Adwords/PPC, ORM, CRO, SEO/SXO, Content Writing, Content Marketing, Web Development, Website Consultancy, Joomla / WordPress Services, Social Media Optimization, Website Audit, Link Building, Online lead generation, Ecommerce, Growth Hacking, Brand building & Branding Consultancy, Digital Marketing Training & Customized Internet Marketing Solution.

Specialties: Internet Marketing – Design, Development, Advertising, and Sales – Customer engagement analytics, Web analytics, WordPress, SEO (Search Engine Optimization), SMO (Social Media Optimization), SEM, Email Marketing, Web 3.0 Strategies, ECRM, Strategic Marketing, Business Development, Software Sales, Corporate / Institutional sales, Market research, Key Account Management (KAM), Client Relationship Management, Web Management, Web Product Management, Project Management, Business plan & Digital marketing training for students & corporate.



Lead Trainer at Seven Boats Academy

Company Name

Seven Boats Academy Full-time

Dates Employed

Aug 2011 – Present

Location

Search Advertising

Mobile Applications

Customer Acquisition

Lead Generation

Customer Engagement

Web Marketing

Website Development

WordPress

Google Analytics

Google Adwords

Google Webmaster Tools

Keyword Research

Link Building

Landing Page Optimization

Organic Search

Search Analysis

Online Lead Generation

Viral Marketing

Online Reputation
Management

HONORS & AWARDS

(Félicitation, Invitation, Keynote speaker, Guest Sessions, Awards, Media coverage & more)

Invited & Felicitated by IIM
Rohtak

honor date: Dec 2020 honor
issuer: IRIC, IIM Rohtak

honor description Marketing
Analytics Workshop
organized by Industry
Relations and Interaction Cell

Kolkata

Providing Advanced Digital marketing classroom training, online training and corporate / institutional workshops. Assisting students / professionals / startups to shape up their career / business.



Visiting Faculty Member

Company Name

Sarala Birla University - SBU, Ranchi Part-time

Dates Employed

Aug 2020 – Present



Visiting Professor

Company Name

Calcutta Business School Contract

Dates Employed

Jul 2018 – Present

Location

Kolkata Area, India

Visiting Faculty for IMC & Digital Marketing



Online Instructor at UdeMy

Company Name

UdeMy

Dates Employed

Mar 2013 – Present

, **Indian Institute of Management Rohtak**

Invited & Felicitated by
Koshys Group of Institutions,
Bangalore

honor date: Nov 2020 honor
issuer **Koshys Group of
Institutions & Koshys
Institute of Management
Science Bangalore**

Invited and felicitated at
AICTE ATAL FDP program

honor date Oct 1, 2020 honor
issuer **AICTE ATAL FACULTY
DEVELOPMENT PROGRAM**
hosted by **Gayatri Vidya
Parishad College of Degree
and PG Courses, Vizag**

Invited and felicitated by **La
Martiniere SEOMP Society**
Kolkata

honor date Sep 1, 2020

Invited & Felicitated at
**Bharatiya Vidya Bhavan
Institute of Management
Science**

honor date Sep 2020

Invited & Felicitated by
UGC-HRDC Ranchi University
as a resource person for
faculty development program

honor date Sep 2020 honor
issuer **UGC-HRDC Ranchi
University**

Invited by **Tech Mahindra
Foundation** As Expert



Visiting Faculty

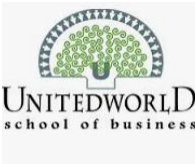
Company Name

Globsyn Finishing School

Dates Employed

Jan 2019 – Present

Visiting Faculty of Digital Marketing



Visiting Trainer

Company Name

United World School of Business

Dates Employed

2017 – Present

Location

Kolkata Area, India



Visiting Faculty

Company Name

NSHM Knowledge Campus

Dates Employed

Mar 2019 – Present

Location

Kolkata Area, India

Panelist

honor date Aug 2020

Featured in Inventiva News

honor date Jul 2020

Featured in JobsFrontier

honor date Jul 2020

Invited & Felicitated by
United College of Education,
Greater Noida

honor date Jun 2020 honor
issuer United College of
Education, Greater Noida

honor description Speaker:
"Starting up as a digital
entrepreneur"

Invited as speaker at CII
(Confederation of Indian
Industry)

honor date Apr 2020

honor description Speaker:
Decoding Digital Strategies
Post #Covid-19

Chanakya Award for Best
Communication Trainer of
the year (National)

honor date Mar 1, 2020
honor issuer Public Relations
Council of India

Invited & felicitated by St.
Xavier's University,
Newtown, Kolkata

honor date Mar 1, 2020
honor issuer St. Xavier's

Internet Marketing Consultant

Company Name

Self Employed

Dates Employed

Apr 2010 – Nov 2011



Revenue Engineer

Company Name

FusionCharts [Info Soft Global]

Dates Employed

Jan 2010 – Apr 2010

Location

Kolkata Area, India

Worked on Sales, Marketing & Revenue Strategies for FusionCharts - an ISV with 50+ employees across Bangalore & Kolkata, 19,000+ customers and 440,000 users across 110 countries.



Team Leader Marketing (Domains & Associates)

Company Name

123GREETINGS DOT COM [Intrasoft Technologies Ltd.]

Dates Employed

Jun 2007 – Mar 2009

Location

Kolkata Area, India

Worked on affiliate marketing management, domains management & affiliate eco-system development for 123Greetings, The Most sought after Consumer Internet Company and the most popular free e-card company on the web.

University

Invited as keynote speaker at
MADTech Summit 2020

honor date Feb 1, 2020

Invited as Co-Chair for
MARSOC 2020 - The
International Marketing
Conference by Calcutta
Business School

honor date Jan 1, 2020

Invited by IIT KGP E-Cell at
Global Entrepreneurs
Summit 2020

honor date Jan 1, 2020 honor
issuer IIT KGP ECell

Committee Member of IIPC of
CBS

honor date Dec 1, 2019 honor
issuer Calcutta Business
School

Invited & felicitated by ITS
Ghaziabad

honor date Dec 1, 2019 honor
issuer ITS Ghaziabad

Invited & Felicitated as
Panelist at Entrepreneurs'
Business Summit by The
Bengal Chamber

honor date Dec 2019 honor
issuer The Bengal Chamber of
Commerce & Industry

ABP news powered CMO Asia
& World Marketing Congress
Kolkata Best Brand Award (



Marketing Executive Corporate

Company Name

Compare Infobase Limited

Dates Employed

May 2006 – Jun 2007

Location

New Delhi Area, India

Worked on new client acquisition, project management and software marketing & sales for Compare Infobase Limited - a popular e-incubation company in India renowned for their mapping website and solution - mapsofindia.com



Management Trainee

Company Name

Nuberg engineering limited

Dates Employed

Nov 2005 – May 2006

Location

Noida Area, India

Worked on Internet Marketing strategies, market research and sales for Nuberg Engineering Ltd. - A leading manufacturer and exporter of Hi-Tech Chemical gas plants.

Digital Marketing People's Choice 2019)

honor date Nov 2019 honor issuer ABP news powered CMO Asia & World Marketing Congress Regional Brands Award 2019

Invited & Felicitated by Comfortspace coworking in association with Legalsalah & The Kolkata Buzz (Media Partner)

honor date Nov 2019

Invited & Felicitated by IEST Shibpur (Formerly BESU)

honor date Nov 2019 honor issuer IEST Shibpur (Formerly BESU)

Invited & Felicitated by Sangam University, Rajasthan at Online Convention on Digital Marketing.

honor date Sep 2019 honor issuer Sangam University, Rajasthan

Invited & Felicitated by The Bengal Chamber for Workshop on Digital Marketing & Effective Lead Funnel at Hotel De Sovrani, Kolkata

honor date Sep 2019 honor issuer The Bengal Chamber

Invited for conducting Digital Marketing Awareness Camp at Dum Dum Motijheel Girls' High School, Kolkata



Management Trainee

Company Name

Areva T & D

Dates Employed

2005

Location

Jamshedpur Area, India

Worked on-site for project management at TISCO Basic Level Automation project.

EDUCATION



Institute Of Management Education

(AICTE Approved 2 Years Full Time PGDM)

Degree Name

PGDM

Field Of Study

Marketing Management, HR Management

Grade

A

Dates attended or expected graduation

2004 – 2006



B P Poddar Institute Of Management & Technology

(Under Kalyani University)

Degree Name

B.Tech

Field Of Study

Computer Science Engineering

Grade

honor date Sep 2019 honor issuer Dum Dum Motijheel Girls' High School

Featured in Brilliant Read Magazine

honor date Aug 2019 honor issuer Brilliant Read Startup Magazine

Invited & Felicitated as Lead Trainer for Digital Marketing Workshop at PRSI Engage Digital Summit 2019 at ITC Sonar Kolkata

honor date Aug 2019 honor issuer Public Relations Society of India, Kolkata Chapter

Invited & Felicitated at Coca-Cola AIESEC Youth Speak Forum 2019 at ICCR

honor date Aug 2019

Invited & Felicitated by BIBS

honor date Jul 1, 2019 honor issuer Bengal Institute of Business Studies

Speaker at eChai Startup Networking

honor date Apr 2019 honor issuer eChai.in

Guest Faculty - Digital Marketing

honor date Mar 2019 honor issuer NSHM Udaan Skills

A

Dates attended or expected graduation

1999 – 2003



B.T Road Govt. Spond. High School

Degree Name

Higher Secondary

Field Of Study

Science

Grade

A

Dates attended or expected graduation

1996 – 1998



Baranagar RamaKrishna Mission Ashrama School

Degree Name

Secondary

Field Of Study

Science

Grade

First Division with Star (A+). Ranked 34 in all West Bengal Madhyamik

Exam

Dates attended or expected graduation

1986 – 1996

Invited as judge in App
Mania, BPPIMT

honor dateMar 2019 honor
issuerB P Poddar Institute of
Management & Technology

In News

honor dateFeb 2019 honor
issuerBartaman Patrika

Visiting Faculty at Globsyn
Finishing School

honor dateJan 1, 2019

Felicitated & invited as
keynote speaker on
"Dynamics of Digital Media"
by PRCI, Bhavan's & CU

honor dateDec 2018 honor
issuerPublic Relations
Council of India, Bhavan's
Asutosh College of
Communication &
Management, Calcutta
University

Felicitation & Workshop at
IIM Shillong

honor dateSep 2018 honor
issuerIIM Shillong

honor descriptionBusiness
Leadership Summit 2018 -
Invited & felicitated by IIM
Shillong for Pre summit
workshop on Digital
Marketing.

Honorary Member of
Departmental Advisory
Committee (DAC-CSE), B P

LICENSES & CERTIFICATION



Google Advanced Adwords Certification

Issuing authority

Google

Issued May 2016

VOLUNTEER WORK EXPERIENCE



Digital Marketing Trainer (Volunteer)

Company Name

Hope Kolkata Foundation

Dates volunteered

2015 – 2020

Volunteer duration

5 yrs

MEMBERSHIP & ASSOCIATION



Public Relations Society of India Kolkata Chapter

organization date

Apr 2020 – Present

Poddar Institute of
Management & Technology

honor date Sep 2018

Visiting Faculty at Calcutta
Business School

honor date Jul 1, 2018 honor
issuer Calcutta Business
School

Judge for marketing event
Mercari: Xavier's
Management Convention
2018

honor date Feb 2018 honor
issuer St. Xavier's College &
Xavier's Management Society

Nominated for India 5000
best MSME awards

honor date Dec 2017 honor
issuer India5000.com

Featured on talkingposts.com

honor date May 2017

honor description Exclusive
interview with Debajyoti
Banerjee, Seven Boats
Academy

Official Digital Marketing
Training Partner at United
World School of Business,
Karnavati University

honor date Jan 1, 2017

The Bengal Entrepreneurship
Recognition 2016

honor date Aug 2016 honor
issuer The Bengal Chamber of
Commerce & Industry

organization position

Executive Committee Member (Permanent Invitee)



organization name

Calcutta Business School

organization date

Dec 2019 – Present

organization position

Committee Member of IIPC of CBS



organization name

Public Relations Council of India Kolkata Chapter

organization date

Apr 2019 – Present

organization position

Member (invitee)



organization name

B P Poddar Institute of Management and Technology

organization date

Feb 2019 – Present

organization position

BPPIMT CSE Advisory Committee Member

Top 50 Training Providers Of The Year 2016

honor dateAug 2016 honor issuerSilicon India Magazine, August 2016 Edition

Featured in Startup Talkies

honor dateMar 2016 honor issuerstartuptalkies.com

Featured on Knowledge & News Network India - (jointly supported by Government of Federal Republic of Germany and Government of India)

honor dateNov 2015 honor issuerKNNIndia.co.in

Member of Friends of IT Committee 2015-2016 at Bengal Chamber of Commerce & Industry Kolkata

honor dateNov 2015

The Bengal Entrepreneurship Recognition 2015

honor dateAug 2015 honor issuerBengal Chamber of Commerce & Industry

Featured on Compete Magazine Vol 3 & in e-Week by United World School of Business

honor date2015

Featured on YoSuccess



organization name

Bengal Chamber of Commerce & Industry

organization date

Nov 2015 – Present

organization position

Member of Friends of IT committee

PUBLICATIONS & COURSES

SEO in a Nutshell

publication date

Aug 3, 2012

publication description

Amazon Kindle

publication description

Learning the ropes of SEO is not difficult if you have access to credible and accurate information. That is what you get from the book 'SEO in a Nutshell'. This book does not mislead you through gimmicks or shortcuts to success in search engine marketing. Learn the inside working of search engines, how some web pages rank higher up the results and what to do to capture the top slots in search engine results in this book. This book will help you understand the process of SEO and the role of various elements in it, like content, website designing, link building and social media marketing. Written in an easy-to-understand style, amateurs and beginners can get useful tips and suggestions that will form the bedrock of their innings in SEO.

Learn Advanced SEO from scratch

publication date

Jun 11, 2017

publication description

Udemy

honor date2015

Felicitated by Gargi Memorial Institute of Management & Technology

honor date2015 honor issuerGMIT, EDI

Official Partner of Ventura by NIT Trichy

honor date2015

Official partner for Gunj 2015 by St. Xavier's College Kolkata

honor date2015

Top 100 Digital Agencies in India in 2015

honor date2015 honor issuerDigital Monster Magazine

Featured on National Entrepreneurship Network

honor date2014 honor issuerNENonline.tv - A Wadhvani Group Foundation

Featured on ReadStartups

honor date2014

Featured on SiliconIndia

honor date2014

Featured on Social Samosa

honor date2014

publication description

Most effective SEO techniques. On-page SEO, Off-Page SEO, Local SEO, Ecommerce SEO, Google WMT, Multilingual SEO & Wordpress SEO Training. This Advanced SEO training course contains 10+ hours of very In-depth Video walk-through modules with proven techniques, lots of practical examples / live projects / case studies, 30+ resources, 200+ pages SEO Ebook and assignments. A Carefully crafted SEO course covering latest SEO 2017 trends, techniques & hands-on SEO tips from an experienced & successful entrepreneur.

How to write an excellent newsletter?

publication description

Udemy

publication description

Seven Boats Info-System Pvt. Ltd. presents "How To Write Excellent Newsletter?" - A how-to guide on writing a compelling newsletter. Fundamentals, Overviews, Deep insights, Quick strategies, handy resources & more. Learn the top secrets of email newsletter writing and be a smart copywriter in 10 days! This is a detailed guide for everything you need to know and do for a Successful Email Campaign. All the strategies discussed in this course have proven track records.

Web Writer's Guide to better content writing

publication description

Udemy

publication description

Crash course on writing compelling web content. Learn the saucy secrets of web copy-writing. Be a smart writer in 7 days

MEDIA COVERAGE & NOTABLE MENTIONS

1. ["AACRO® model of digital marketing"](#) — *AACROdigitalmarketing.com*, Apr 9, 2018
2. Arif Hussain. ["What is the AACRO marketing model in digital marketing?"](#) — *Quora*, May 24, 2020
3. Priyadharshini Varadharajan. ["Seven Boats – Sail On It. Grow With It!"](#) — *Inventiva*, July 13, 2020
4. Ministry of Commerce & Industry, Govt.of India. ["AACRO The](#)

Featured on Yourstory.com

honor date2012

Indian Leadership Awards for Industrial Development by AIAF & IEDRA

honor date2012

Featured in GES 2015 Startup Camp - IIT KGP

Invited as delegate at Hotstar Connect & IAMAI at Fairfield by Marriott Kolkata

LANGUAGES

Bengali, Hindi & English

VIDEO TALK LINKS

1. <https://youtu.be/HLYimQt6vA0>
2. <https://youtu.be/c7Rygyrhpuw>
3. https://youtu.be/iN-g_KGYFq8
4. <https://www.youtube.com/watch?v=ClrMAOgD3h4>
5. <https://www.facebook.com/7boats/videos/504678863431674/>
6. <https://youtu.be/VDpgttshpi8>
7. <https://youtu.be/AdJkqPLRY4g>
8. <https://youtu.be/s3XVCFrsq94>

- [Digital marketing Chemistry](#)” — *IPIndiaOnline.gov.in*, August 25, 2019
5. “ডিজিটাল মার্কেটিং ব্যবসায় নয়া চুক্তি এনএসএইচএম গোষ্ঠীর” — *bartamanpatrika.com*, February 21, 2019
 6. “[Exclusive Interview with Debajyoti Banerjee – Founder of Seven Boats Info-System](#)” — *yosuccess.com*, October 06, 2015
 7. Silicon India Education. “[Seven Boats: Offering the Best from the East](#)” — *SiliconIndia*, August 01, 2016
 8. Shyamal Dave. “[Kolkata based digital marketing startup 7Boats executes 250+ projects in a year](#)” — *YourStory*, May 12, 2013
 9. Knn. “[SMEs need to focus on acquiring customers than chasing investors: Founder and CEO of 7boats](#)” — *knnindia.co.in*, Nov 10, 2015
 10. Kaustav Ghosh. “[Interview With Debajyoti Banerjee](#)” — *brilliantread.com*, Aug 22, 2019
 11. National Entrepreneurship Network. “[What I Learnt By Bootstrapping My Startup](#)” — *Wadhvani Foundation*, May 7, 2018
 12. “[SEVEN BOATS INFO-SYSTEM PRIVATE LIMITED](#)” — *The Economic Times*,
 13. [Corporate digital marketing session](#) – BIBS , May 2019
 14. [Interview with Debajyoti Banerjee, Founder of 7boats](#) – *Jobsfrontier.com*, June 2020
 15. [Social Media Agency Feature: Seven Boats](#) – *Social Samosa*, Dec 5, 2014
 16. [Exclusive interview with Seven Boats Academy](#) – *Talking Posts*, May 3, 2017
 17. [Top 100 Digital Marketing Companies in India for 2015!](#) – *Digital Mosnster Magazine* , 2015

9. <https://youtu.be/E0jnzr6d740>
10. <https://youtu.be/xoRsK8Jflhs>
11. <https://youtu.be/9qo8gSKadkA>
12. <https://www.facebook.com/sevenboatsacademy/videos/307543543658378/>

Other links:

<https://g.page/7boats>

<https://www.youtube.com/c/7boatsinfosystem/>



NOTABLE TESTIMONIALS

On behalf of the Student Chapter, ‘Computer Society of India’ we wanted to express our appreciation to you for the online convention on Digital Marketing & Statistical Approach. It was extremely informative & the class size and participation illustrated the importance of this topic to bankers. Thanks for making such a convention successful and we appreciate your continued support.

----Prof. Dr. K P Yadav, Vice Chancellor, Sangam University

Dear Team, We would like to first express our gratitude to Mr. Debajyoti Banerjee for the insightful session on Digital Marketing. The attendees were very appreciative of the learning and found the skills taught to be an asset for their future path ahead in their managerial career.

-----Conclave, IIM Shillong