

## Contact

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www.7boats.com/academy/  
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## Top Skills

Entrepreneurship Development  
Digital Marketing, Analytics &  
Digital Strategies  
Branding  
Public Speaking  
Bootstrapping

## Languages

Bengali  
English  
Hindi

## Certifications

Google Advanced  
Adwords Certification

## Honors-Awards / Keynote Speaking

Invited & Felicitated by Govt. of  
Odisha MSME Dept.

Invited & Felicitated by Govt. of  
Tripura (IT Dept.).

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

Featured on Yourstory.com

TEDx Ascend Intl School Youth

# Debajyoti Banerjee



Founder, Director & CEO of Seven Boats -  
India's Premier Digital Agency & Institute,  
TEDx Speaker, Digital Marketer, Trainer,  
Brand Strategist, Digital Marketing  
Consultant, Entrepreneur, Motivational  
Speaker & Mentor Kolkata, West Bengal,  
India

## Summary

Debajyoti Banerjee is the Founder, Director & 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), a TEDx speaker, Digital marketing consultant, Brand strategist & trainer. B.Tech in Computer Engineering & PGDM in Marketing, he is a seasoned Digital Marketing strategist & Google certified specialist with career spanning more than 20 years in this domain.

His entrepreneurial acumen has been featured in Your Story, Yo Success, Social Samosa, Silicon India, Startup Talky, Talking Posts, 91.9 Friends FM, AIR FM Gold, Zee 24 Ghanta, News 18 Bangla, Hindustan Times, The Statesman, Digital Monster Magazine, NEN, KNN India, Read Startups, Brilliant Read, Bengal Chamber of Commerce, Telegraph, Bartaman, Aajkal, Sangbad Pratidin, ET & more.

He has been awarded with The Bengal Entrepreneurship Recognition by Bengal Chamber of Commerce, PRCI National Chanakya Award, CMO Asia Kolkata Brand award, Indian Leadership Award by AIAF & nominated in India 5000 Best MSME. He has been invited & felicitated by Govt. of Odisha, Govt of Tripura, IIM, IIT, London Business School, TEDx, GITAM University, AICTE ATAL, UGC-HRDC, GMIT, Ranchi University, Techno India, JIS, BPPIMT, Globsyn, BIBS, CBS, NSHM, St. Xavier's College, Bhavan's, Calcutta University, Jaypee, Sangam University, Coca-Cola Youth Speak Forum, PRCI, Entrepreneurship Development Institute of India, PRSI, eChai Network, United World School of Business, SSIT, MIST, SVIST & many institutes & corporate for thawing up the entrepreneur minds.

## Honors-Awards / Keynote Speaking

Bengal Entrepreneur Recognition Award by BCC&I

Invited & Felicitated by WEBEL & Bengal Chamber Tech Incubation Centre

PRCI Chanakya Award (Best Trainer)

Indian Leadership Award by AIAF & IEDRA

Invited & felicitated by PRSI, PRCI, CII, BCC&I

Invited & felicitated by IIM Rohtak,

IIM Shillong, CU, North Bengal

University, ICFAI, London Business

School, Ranchi University, Jaypee,

GITAM, ITS Ghaziabad, St. Xavier's

College, Brainware University, SBU

Ranchi, Techno India, JIS, NSHM,

Globsyn, George Telegraph, Tech

Mahindra Foundation, Coca Cola

Youth Speak Forum, IEST Shibpur,

NIT Durgapur & 70+ top institutions

& corporate houses.

Featured in 30+ newspapers/

magazines / media

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 100K+ students & professionals globally by their classroom, Workshops & online courses. Seven Boats Alumni are working in Google, PWC, Capgemini, Amazon, CESC and many more premier organisations.

Seven Boats has given digital marketing consultation & solutions in 50+ industry verticals for 500+ global projects including eminent brands like Shree Cement, EMAMI, RENE, NDTV Retail, Pran, Keya Seth, Shree Cement, Elite Footwear, Emcee Pharma, 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, CESC, Shriram Insight, PWC & more. Seven Boats alumni are placed in Google, Capgemini, IBM, Accenture, PWC & many more MNCs.

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## Experience

Seven Boats Info-System Pvt. Ltd.

Founder, Director & CEO at Seven Boats Info-System Private Limited

August 2011 - Present (12 years 11 months) **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, AI & 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,

## Publications

SEO in a Nutshell (Amazon Kindle)

Web Writer's Guide to better  
content writing

Learn Advanced SEO from scratch  
(Udemy)

How to write excellent newsletter?

Learn Advanced Digital Marketing  
from scratch

Date of Birth  
29/08/1979

Key Account Management (KAM), Client Relationship Management, Web Management, Web Product Management, Project Management, Business plan & Digital marketing training for students & corporate.

### Seven Boats Academy

Lead Trainer at Seven Boats Academy

August 2011 - Present (12 years 11 months)

Kolkata

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

### Brainware University

Guest Faculty

March 2023 - Present (1 year 4 months)

### Calcutta University, Kolkata

Visiting Faculty

September 2022 - Present (1 year 10 months)

Bagbazar Women's College Campus

Visiting faculty of New Media for MA

### Calcutta Business School

Visiting Professor

July 2018 - Present (6 years)

Kolkata Area, India

Visiting Faculty for IMC & Digital Marketing

### Sarala Birla University - SBU, Ranchi

Visiting Faculty Member

August 2020 - Present (3 years 11 months)

### Udemy

Online Instructor at Udemy

March 2013 - Present (11 years 4 months)

### Globsyn Finishing School

Visiting Faculty

January 2019 - Present (5 years 6 months)

Visiting Faculty of Digital Marketing

United World School of Business  
Visiting Trainer  
2017 - Present (7 years)  
Kolkata Area, India

NSHM Knowledge Campus  
Visiting Faculty  
March 2019 - Present (5 years 4 months)  
Kolkata Area, India

La Martiniere SEOMP Society (Tech Mahindra Foundation)  
Guest Faculty  
September 2020 - March 2022 (1 year 7 months)  
Kolkata

Self Employed  
Internet Marketing Consultant  
April 2010 - November 2011 (1 year 8 months)  
Worked on various freelance projects on Internet Marketing - Design, Development, Advertising, and Sales

FusionCharts [ Info Soft Global ]  
Revenue Engineer  
January 2010 - April 2010 (4 months)  
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.

Innovation Systems Private Limited  
Independent Marketing Consultant  
May 2009 - September 2009 (5 months)

123GREETINGS DOT COM [ Intrasoftware Technologies Ltd. ]  
Team Leader Marketing (Domains & Associates)  
June 2007 - March 2009 (1 year 10 months)  
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 web.

Compare Infobase Limited

### Marketing Executive Corporate

May 2006 - June 2007 (1 year 2 months)

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

### Nuberg engineering limited

Management Trainee

November 2005 - May 2006 (7 months)

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

### Areva T & D

Management Trainee

2005 - 2005 (less than a year)

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

### DCG Data-Core Systems India Pvt Ltd

Software Engineer Intern

August 2002 - October 2002 (3 months)

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## Education

### Institute Of Management Education

PGDM, Marketing Management, HR Management · (2004 - 2006) with 70.63%

### B P Poddar Institute Of Management & Technology

B.Tech, Computer Engineering · (1999 - 2003) with 81.34%

### B.T Road Govt. Spond High School

Higher Secondary, Science · (1996 - 1998) with 74.9%

### Baranagar RamaKrishna Mission Ashrama School

Secondary, Science · (1986 - 1996) with 89.77%

**For more details please visit -**

<https://www.linkedin.com/in/debajyotibanerjee/>

<https://www.7boats.com/founders-story/>