



Shubhabrata Das

Digital Marketer

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Raiganj, Uttar Dinajpur

Professional Summary

Results-driven Digital Marketing Specialist with over 3 years of freelance and Agency experience with a strong foundation in SEO, Social Media Marketing, and Paid Advertising. Proven track record in generating substantial leads and enhancing online presence for diverse clients. Adept at leveraging tools like Google Tag Manager, Paid Ads, and WordPress to drive business growth.

Professional Experience

FREELANCE DIGITAL MARKETER

JUNE, 2022 - Present

- Collaborated with clients across various niches, including education, hospitality, retail, and fitness.
- Managed and optimized lead generation campaigns, resulting in over 7,700 leads for an educational institute with an ad spend exceeding ₹3.5 Lakhs.
- Developed and maintained websites using WordPress, enhancing user experience and SEO performance.

SEO EXECUTIVE

THATWARE.CO

APRIL, 2022 - JUNE, 2022

- Executed on-page and off-page SEO strategies, improving organic search rankings for multiple clients.
- Conducted keyword research and competitor analysis to inform content creation and link-building efforts.

SEO Intern

Kreative Machinez

FRBRUARY, 2022 - MARCH, 2022

- Assisted in optimizing website content and meta tags to boost search engine visibility.
- Executed off-page SEO strategies by creating various images and posting across multiple channels.

Social Media Intern

PRJ Digital

OCTOBER 2021 - JANUARY 2022

- Created and scheduled engaging content across Instagram and Twitter.
- Tried to increase engagement by doing basic video editing.

Education

Secondary Education

WBBSE

Passed: 2013 with 85%

Advanced Diploma in Digital Marketing

Seven Boats Academy, Kolkata

Completed: JANUARY, 2022

Higher Secondary Education

WBCHSE

Passed: 2015 with 76%

Bachelor of Arts in Bengali Language (Pursuing)

Netaji Subhas Open University

JULY, 2022 - Present

Skills

- Digital Marketing Strategy
- Digital Advertising
- Search Engine Optimisation
- Campaign Management
- Web Analytics
- Design and Editing
- Social Media Marketing
- Communication

Certification

- Google Digital Unlocked – Fundamentals of Digital Marketing
- Advance Diploma in Digital Marketing - Seven Boats
- Inbound Marketing Certificate - Hubspot
- Content Marketing Certificate - Hubspot
- Social Media Marketing - Amity Future Academy
- Fundamentals of SEO Training - Seven Boats
- Digital Marketing Strategies - Amity Future Academy