



ANIL RAY

DIGITAL MARKETER

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29/4 M.G.ROAD KOLKATA-700137



Education

2009 - 2012
B.COM
Calcutta University

2012- 2014
M.COM
Vidyasagar University



Skills

Data analysis
SEO
SMO, SMM
Video Editing
WordPress, YouTube
E-commerce



Tools

Google Search Console,
Google Analytics, Google Trends
Fanpage Karma, Yoast, Rankmath
Ahref, SpyFu, Canva,
screamingfrog TubeBuddy
Seowriting, Moz, ChatGPT
Semrush, VidIQ,
& more....



Objective

I am a passionate digital Marketer seeking a full-time position in my field, where I can apply my knowledge and skills for continuous improvement of clients' business, as well as fulfill their needs.



Work Experience

2023 July- till date

SEO Specialist
Webee IT Service Ltd

- Strategized and executed intricate Technical SEO methodologies to boost SERP rankings.
- Conducted in-depth on-page optimizations, fine-tuning content for target keywords.
- Organize off-page strategies, enhancing website authority and backlink profile.
- Leveraged Google Analytics and Search Console for data-driven insights and performance tracking.
- Implemented cutting-edge SEO tools for comprehensive website analysis and optimization.



Technical Exposer

Completed Digital Marketing course in 2019 from **Webtek**

UI/UX Certificate from **Great Learning**

Instagram Marketing Certificate from **Great Learning**



WEBTEK



Digital Assets

YouTube Channel: India Wale Reaction

Subscriber 7K

Facebook Page: Anil K Digital

Followers 16k



Social Profile



Hobbies

Photography

Listening to music

Traveling

Vlogging

- Led successful link-building campaigns, increase website authority and relevance.
- Stayed updated on Google algorithm changes, adapting strategies for maximum efficacy.
- Generated detailed reports using Google Analytics, providing actionable recommendations.
- Collaborated cross-functionally, imparting technical SEO expertise to diverse teams.
- Optimized Google Local Listings (GLL) to enhance the business's visibility in local searches.
- Implemented precise geo-targeting strategies to tailor marketing efforts based on specific geographic locations.



Work Experience

2021-2023

Senior Digital Marketer
Teknokraft Canada Inc.

- WordPress Website Development
- Create High DA **Backlinks** for websites
- Competitor analysis
- Planning ideation and maintaining a **social media** presence
- Designing **Banners, Social media Posts, Channel Arts**
- **YouTube** Channel Growth
- **Video editing** for Website & Social Media.
- E-commerce Product listing, SEO, Brand approval for **Amazon, Flipkart, Meesho**



Work Experience

2019 - 2020

Junior Digital Marketer

Cybersoft Digital

- SEO for website & Social media
- Backlink Creation
- Content Writing
- WordPress website development
- Google local listing



WorkFolio

- Website Design for **Karam Altai Group, Rising Star Movies Canada, Bigbull E-Rickshaw India, Katyal Group India** and more.
- YouTube Video Editing, SEO, Design, and Keyword research for **aadcare Canada**.
 - **On -page & Off-page SEO , Technical Seo for:**
 - pathfinder Staffing Canada
 - Canada Credit solution
 - Extreme Roof US
 - Fantasy Car Service US
 - Safe & Sound Removals Australia
 - Holey Noses Australia
 - EPK Gas Boiler Ireland and **50+ website**
- Video editing for **Rapidlease, Teknokraft, Swyamvar Banquet, Canada Credit Solution Mydjd Canada, Bigbull** and more.
- **Facebook & Instagram** management for all domains mentioned above.
- Graphics Design for **The Pet Point, Dr. Tooth Fairy, Miraj Family Salon, Teknokraft, Bigbull,** and more.

*Thank!
You!*