



SARNITA DEY

DIGITAL MARKETING EXECUTIVE

CONTACT

+91-8013436507

s4sarnita@gmail.com

linkedin.com/in/sarnita-dey-0981bb216/

13/5 R.G.M Baguiati,
Helabattala, Shanta Abashan
Kol- 59

EDUCATION

2016

SAROJINI NAIDU COLLEGE FOR WOMEN

- BSC in Computer Application

SKILLS

- SEO Expertise: On-page and off-page optimization, keyword research, competitor analysis, backlinking strategies
- Digital Marketing: Google Ads, Facebook Ads, YouTube Ads, Instagram Ads, Campaign Management, ROI Analysis
- Analytics & Tools: Google Analytics, SEMrush, Google Search Console, Facebook Ad Manager
- Content Strategy: Blog creation, content optimization, landing page design
- Technical SEO: Website audits, mobile optimization, page speed improvements
- Reporting & Analysis: Data interpretation, trend analysis, performance tracking
- Project Management: Time management, multitasking, collaboration with teams
- Graphic Design: Canva

LANGUAGES

- English
- Bengali
- Hindi

PROFILE

Dynamic and results-driven SEO Executive with 3 years of hands-on experience in improving website visibility and search engine rankings across multiple industries. Skilled in developing and executing SEO strategies, content optimization, and data-driven marketing campaigns to improve online visibility and drive organic traffic. Adept at using tools like Google Analytics, SEMrush. Recently completed an advanced Digital Marketing course specializing in Google Ads, Facebook Ads, YouTube Ads, and Instagram Ads. Passionate about expanding expertise into the digital marketing domain and utilizing the latest digital advertising techniques to deliver measurable results for clients.

WORK EXPERIENCE

Source Desk Global Pvt Ltd, kolkata, India

APR 2023 - PRESENT

SEO Executive

- Spearheaded SEO strategies for client websites, driving up organic traffic and improving search rankings across key search engines.
- Managed keyword research, on-page and off-page SEO, and created content for diverse industries. and done competitor analysis to ensure continuous optimization.
- Conducted regular website audits and resolved technical SEO issues, resulting in enhanced user experience and performance.
- Regularly tracked and analyzed SEO performance metrics using tools like Google Analytics, and SEMrush to measure success and adjust strategies.
- Worked with cross-functional teams, including designers and developers, to implement structured data (Schema Markup) for enhanced search engine visibility and rich snippets
- Worked closely with the content and development teams to optimize websites for mobile and desktop platforms.
- Collaborated on social media strategies, including paid ads, resulting in increased visibility and customer engagement.

Digital Seo Land, kolkata, India

JUL 2021 - MAR 2023

SEO Executive

- SEO Tools: Google Analytics, Google Search Console, SEMrush, Moz, Screaming Frog
- On-Page SEO: Meta tags optimization, URL structuring, internal linking, schema markup
- Off-Page SEO: Backlink building, outreach campaigns, competitor analysis
- Keyword Research: Google Keyword Planner and SEMrush
- Content Optimization: SEO-friendly content writing, blog optimization, keyword integration
- Technical SEO: XML sitemaps, robots.txt, 404 error resolution, page speed optimization
- Analytical Skills: Data-driven decision-making, reporting using Google Analytics and Google Serch Console