



DHRUBA DEBNATH

Digital Marketer Executive

ABOUT ME

I am a results-driven digital marketer with over 2.6 years of experience in SEO, SEM, Social Media, Email Marketing and Content Marketing. I specialize in driving traffic, increasing engagement and increasing conversions through data-driven insights and innovative strategies. Collaborate effectively with teams. My commitment to continuous learning ensures that I stay ahead of industry trends and deliver exceptional results.

SKILL HIGHLIGHT

SEARCH ENGINE OPTIMIZATION

Have good understanding of all on-page & Off-page, Technical seo optimization to rank web pages in search engines.

Worked on internal assignments and live projects for Company name. Created 50 backlinks for undermentioned pages.

SOCIAL MEDIA OPTIMISATION & MARKETING

- Can create and manage engaging content for social media platforms, Like Facebook, Instagram, Twitter & Linkdink
- Have good understanding of paid sponsored ads on Facebook & Instagram.
- Have create and worked on social media for company & achieved more like & followers.

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EDUCATION

High Secondary

Prafulla Nagar Vidyamandir
2016

Diploma in Computer

L.N.B SOCIETY FOR IT LITERACY
AND DEVELOPMENT
2018

Graduation

Barasat University
2019

Advence Digital Marketing Course

PMZ Academy
2022

PERSONAL SKILL

- Team Work
- Communication Skills
- Creative
- Management

LANGUAGE

- Bengali
- Hindi
- English

TOOLS USED

- Google keyword planner
- Yoast tool for seo
- Uber suggest
- SemRush
- Ahrefs
- Mailchimp
- Canva
- Keyword.oj
- Keyword Surfer
- Wordpress
- Google Analytics
- Buffer
- Moz

EMAIL MARKETING AUTOMATION

knowledge of E-mail marketing concepts.

- Can set-up & manage automated email campaigns.
- Deep understanding of inbox delivery
- Can create highly engaging email campaigns as per different marketing.

LOCAL SEO

Good understanding of local seo optimization to rank My business profile in search map.

- Can set-up & manage My business profile.
- Create Relevant business Related banner & Post
- Submit all local directory's my business profile.

MARKET RESEARCH

Competitive analysis, audience insights, trend analysis, and survey tools.

ANALYTICS & REPORTING

Google Analytics, data interpretation, performance tracking, KPI measurement, and ROI analysis.

RELEVANT HOBBIES

- Blog Writing
- Reading Digital Marketing Articles & Blogs
- Digital marketing new update research

OTHER INFORMATION

- Father Name - Uttam Debnath
- Mother's Name - Madhuri Debnath
- Gender - Male
- Marital Status - Single

WORK EXPERIENCE

2022 - [present]

Primacy Infotech | Salt Lake Sector-V, Kolkata

Digital Marketer Executive

Optimized website content and structure for search engines, conducted keyword research, and managed PPC campaigns, achieving organic search traffic and reduction in cost-per-click.

CERTIFICATION

- Digital Marketing Fundamentals Course [Simpli learn]
- Social Media Marketing [Mind Luster]

Dhruba Debnath.
