

SAPTARSHI DASGUPTA

Email:

saptarshidasgupta82@gmail.com

Phone: 6290689292/8902278754

PROFESSIONAL SUMMARY

-Having adequate knowledge of Digital Marketing with Specialization in Search Engine Optimization (SEO)

SKILLS

- Communication Skills in English, Bengali, and Hindi
- Efficient time management and prioritization skills
- Strong computer skills with proficiency in the MS Office
- Good understanding of e-learning and digital platforms
- Search Engine Optimization- On & Off Page
- Keywords Research
- Handling Blog posts on WordPress
- Google Analytics
- Backlink Activities

WORK HISTORY

SEO EXECUTIVE • STOCKEDGE & ELEARNMARKETS • OCTOBER 2023–JUNE 2024

As part of the SEO Team, I took up all the SEO activities of the Website including On-page and Off-page activities, Keyword Research, analyzing the site's health and performance in Google Search Console, analyzing site traffic in Google Analytics (GA 4) and managing blog posts in WordPress.

SEO EXECUTIVE • FASTINFO • JUNE 2024- PRESENT

As part of the SEO Team, I took up all the SEO activities of the Website including On-page and Off-page activities, Keyword Research, analysing the site's health and performance in Google Search Console, analysing site traffic in Google Analytics (GA 4) and managing blog posts in WordPress. Different types of Backlink Activities (Web 2.0, Image Submission, Quora submission, Business Listings, Classified Ads etc.)

EDUCATION

Ramakrishna Vivekananda Mission Barrackpore: Passed Madhyamik Examination from WBBSE- Year: 2014 Percentage of Marks: 83.2

Ramakrishna Vivekananda Mission Barrackpore: Passed Higher Secondary Examination from WBCHSE Year: 2016 Percentage of Marks: 78.6

George Group of Colleges:

Graduation: Bachelor's in Sports Management from MAKAUT; Year: 2020 DGPA: 9.36

University of Calcutta:

PGDSM in Sports Management; Year :2020-21 Percentage of Marks : 66

CERTIFICATION

Karmick Institute

Certification course in Digital Marketing

Year:2023 (April- August)