

# Amlan Dutta

Bachelors of Technology  
Computer Science Engineer  
Kolkata

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[LinkedIn Profile](#)  
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## EXPERIENCE

### Cambridge Creation Lab

May 2025 – March 2026

#### Digital Marketing Executive

- Conducted Comprehensive market and audience research to identify emerging digital trends, competitor strategies, and growth opportunities.
- Enhanced website visibility and user engagement by creating and optimizing meta titles, descriptions, and internal links.
- Monitored website performance through analytics tools and provided data-driven recommendations for continuous improvement.

#### Search Engine Optimization Analyst

November 2024 – April 2025

- Performed Marketing Data Analysis and Web Traffic Analysis using Google Analytics and SEMrush to derive Analytical Insights for improving search performance.
- Supported the development and enhancement of WordPress-based websites, aligning them with SEO and marketing objectives for improved online visibility.
- Conducted Data Interpretation and Performance Metrics Analysis to evaluate SEO campaigns and support data-driven optimization decisions.

## EDUCATION

### Bachelor of Technology in Computer Science and Engineering

2020-24

Techno International, Newtown, Kolkata

Percentage: 86

### Higher Secondary from WBCHSE (12th)

2018-20

Union Institution School

Percentage: 77

### Secondary from WBSE (10th)

2008-2018

Vivekananda English Academy School

Percentage: 65

## PROJECTS

### FACE RECOGNITION THROUGH LANDMARKS FINDING ACCURATE DISTANCE BETWEEN LANDMARKS USING PYTHAGOREAN ALGORITHM.

- Developed a prototype facial recognition model that reduced computational load by leveraging distances between anatomically stable landmarks among 468 points to assess target feasibility.
- Technology Used: Python, Media Pipe framework, OpenCV Library, Haar Cascades Frontal Face Detector, some other pre-trained models. [\[GitHub\]](#)

### HUMIDITY AND TEMPERATURE MONITORING AND AIR QUALITY DETECTION USING MICROCONTROLLER BOARD WITH THE IOT

- Designed and implemented an IoT-based hardware system to monitor humidity, temperature, and air quality within enclosed spaces using a microcontroller board.
- Languages used – Html, CSS, JavaScript.
- Libraries Used- Gauge, Apex. [\[GitHub\]](#)

### AUTOMATED ATTENDANCE SYSTEM USING FACE RECOGNITION

- Developed a software model utilizing facial recognition technology to efficiently and accurately automate attendance tracking.
- Languages Used: OpenCV, Python, NumPy. [\[GitHub\]](#)

## PUBLICATIONS

### FACE RECOGNITION THROUGH LANDMARKS TO FIND ACCURATE DISTANCE BETWEEN TWO LANDMARKS USING PYTHAGOREAN ALGORITHM

- Developed a method to accurately compute the distance between facial landmarks using the Pythagorean theorem, enhancing the precision of facial recognition systems.
- Published in ICCCNT 2023 (DOI: 10.1109/ICCCNT56998.2023.10307052).
- Full paper available at: [IEEE Xplore](#)

## SKILLS

**Languages:** C (Basic), Java (Object Oriented), Python, HTML, CSS, JavaScript (Basic)

**Databases:** Relational Database (MySQL), SQL

**Tools & Platforms:** Google Analytics, SEMrush, WordPress, OpenCV, IoT, Power BI, NumPy

**Relevant Coursework:** Operating Systems (Basics), Object Oriented Programming, Database Management System, Networking, Software Engineering, Data Structures & Algorithms (Basic), Machine Learning (Basics), Artificial Intelligence (Basics), Data Visualization, Statistical Analysis, Business Intelligence

**Soft Skills:** Problem Solving, Analytical Thinking, Self-learning, Adaptability, Team Player, Management, Presentation

## ACHIEVEMENTS

- Participate in National Hackathon KAVACH (2023).
- One month Web Development Internship at Codsoft.
- SEO Certification from SEMrush Learning