



Rimi Dutta

Digital Marketing Executive

With 5+ years of experience, I help brands grow their online presence and reach through social media growth strategies and organic search marketing. I am passionate about delivering results through hard work while continuously learning and improving my skills.

Skills

- Social Media Management
- Paid Ads (Meta & TikTok)
- Search Engine Optimisation - Onpage & Offpage
- Google Analytics
- Google Search Console

Training/Course

Digital Marketing - Epeep Institute of Technology

- Training on SEO, SMO, Email Marketing, Google Analytics and many more.

Search Engine Marketing - Udemy

- Hands-on instructive classes on Webmaster tools, SEMrush, website building in WordPress, link building and many more.

Education

University of Calcutta
Masters of Arts | 2018 - 21 |
Ranked 5th in University

Lady Brabourne College
Bachelor of Arts | 2015 - 18 |
Ranked 7th in University

B.D. Memorial International
Higher Secondary | 2015 |
Graduated with 89%

Get in touch!

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Work Experience

April 2023 to Present

Outright Solutions Pvt. Ltd.

Digital Marketing Executive

- Manage social media platforms and monthly content calendars for B2B clients across the UK, Ireland, USA, and India, ensuring consistent brand messaging and timely posting.
- Execute and optimise paid campaigns on Meta (Facebook & Instagram) and TikTok Ads to drive targeted traffic, leads, and audience growth.
- Conduct keyword research and competitor analysis using SEMrush, followed by on-page SEO and off-page link building to improve search rankings and organic visibility.
- Track and analyse performance using Google Analytics and Google Search Console, producing reports on campaign performance and key digital marketing KPIs.
- Manage and optimise WordPress websites, improving site structure, internal linking, and SEO implementation.
- Design basic social media creatives using Canva to support marketing campaigns.

Dec 2022 to Mar 2023

GH Digital Media Pvt. Ltd.

Social Media Marketing Specialist

- Conducted pitching calls to onboard new clients and audited social media profiles while analysing competitor performance.
- Curated and brainstormed campaign ideas to address client pain points.
- Managed B2C social media accounts, implemented moment marketing strategies, onboarded influencers for seasonal campaigns & created visual drafts using Canva.
- Ran lead generation campaigns on Meta with A/B testing to optimise performance and metrics.

July 2021 to Dec 2022

Mind and Matter Marketing Solutions Pvt. Ltd.

Social Media Manager

- Planned and managed content calendars across platforms using Hootsuite.
- Launched and monitored paid campaigns on Facebook and LinkedIn.
- Set up email newsletters for marketing campaigns.
- Analyzed metrics and prepared monthly reports on performance and market trends.
- Executed basic on-page SEO and managed website-integrated campaigns.

November 2020 to July 2021

Avant-Garde Technologies

Social Media Executive

- Planned and executed social media strategies for startups and e-commerce brands, creating engaging Canva visuals to enhance campaign clarity.
- Managed and optimised paid Meta campaigns to increase audience engagement and drive conversions.