

Name: Mohit Sahal

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Digital Marketer

Work Experience: 3+ Years

Profile Summary

- A creative professional with 3+ years of experience in digital marketing and graphic design.
 - Expertise in managing SEO strategies, social media campaigns, and Meta ad operations.
 - Skilled in creating visually compelling content while aligning with marketing goals.
 - Strong multitasker with hands-on experience in leading projects and team coordination.
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Core Competencies

- Social Media Marketing
 - Meta Ads
 - On-page & Off-page SEO
 - Graphic Design & Branding
 - Campaign Execution
 - Team Management
 - Performance Optimisation
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Experience

Texcial Lite Pvt. Ltd.

Technical Executive | Oct 2025 – Present

- Executed SEO strategies across multiple projects, focusing on improving organic traffic and rankings.
 - Managed on-page and off-page SEO activities while optimising performance through data-driven insights.
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CosmoWhiz Technologies India LLP

SEO Team Lead | Feb 2024 – Sept 2025

- Leading SEO strategy implementation across multiple projects with a focus on organic growth.
 - Managing a team for on-page and off-page SEO tasks to boost website visibility and traffic.
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Abybaby Digital Pvt. Ltd.

Kolkata as Digital Marketer, Sept 2023 – Feb 2024

- Managed Meta ads and handled off-page SEO while supporting social media campaigns.
 - Worked across multiple campaigns simultaneously to drive traffic and engagement.
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MindEdge Solutions

Kolkata as a Graphic Designer, Sept 2022 – Sept 2023

- Designed visual assets for campaigns, ensuring brand consistency across platforms.
 - Collaborated with the marketing team to conceptualise and execute social media creatives.
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Whitehat Jr

User Engagement Executive, 2021

- Conducted product demonstrations and supported prospective leads through follow-ups.
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Academics

Bachelor of Commerce (Hons.)

University of Calcutta, 2017 – 2020

Higher Secondary School

West Bengal Board, 2015 – 2017

Certification

Digital Marketing – NIHT Infosolution Pvt. Ltd., 2021 – 2022

Printing and Publishing (Graphic Designing) – Arena Animation, 2021

Professional Skills

- Photoshop
 - Illustrator
 - CorelDRAW
 - InDesign
 - Canva
 - MS Office
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Knowledge Areas

- Social Media Marketing
- SEO
- Content Marketing
- Email Marketing