

# THE SEO & Digital Marketing Specialist

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I'm Devjeet Kundu, an experienced Digital Marketer Cum Graphic Designer From Siliguri, West Bengal. I've worked in the Online marketing industry for Over 7 Years for a well-reputed local and international businesses,

Presently I am working with **North Point Residential School Siliguri** as a **Head of Digital Marketing** and I am very pleased to inform you that during my tenure I efficiently generated Over 2000 Admission Leads through Social media & website.

## Contact Details

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- Date Of Birth - 20 May 1991
- Phone Number – 8918495909 / 7319019016
- Whatsapp Number - 7319019016
- Email id – kundudevjeet0@gmail.com
- Country – India
- Current Location - Siliguri (West Bengal)
- Ready To Relocate To – Bangalore, Kolkata, Pune

## Qualifications

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- Degree - Computer Science Engineering
- University – RGPV Bhopal

- City – Jabalpur
- Passout – 2013 Batch

## Companies I Worked For

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Company	Industry	Job location	Job Profile
Summit Hotels & Resorts	Hotel (Left)	Siliguri	Head SEO Marketing
Inspiria Knowledge Campus	College (Left)	Siliguri	Head SEO
Chai Chun Tea	Ecommerce Tea (Left)	Siliguri	SEO Specialist
Cyber Help India	Marketing Agency (Left)	Siliguri	SEO Executive
Shah Taxi Tour & Travels	Travel Agency (Left)	Siliguri	SEO Executive
North Point School Boarding & Day School	School (Education) Currently Working	Siliguri	Head Of Digital Marketing

I worked for these companies to help them mark their presence in a digital platforms. I started almost with Low audience in the website and by the time i left they had a good number of traffics in their websites with prominent audience base in social media platforms which subsequently helped the company to generate revenue and now they have a good presence in google search engine. Now i am working with **North Point CBSE School Boarding & Day School in Siliguri** as a **Head of Digital Marketing cum Graphic Designer**.

### Job Role:

1. My Job role to maintaining the wordpress website .
2. Generating Admission Leads Through Facebook/instagram Ads & Google Ads.
3. Doing Photography for the school Clicking Photos of Students, Events & Activity.
4. Creating Design Admission Post, Event Post, Activity Post for Facebook & Instagram Using Adobe Photoshop.
5. Doing SEO With Targeted Keywords Like, (School in siliguri, Boarding School in siliguri, Residential school in siliguri, cbse school in siliguri, best school in siliguri,).
6. Maintaining Facebook Page, Instagram Page, Twitter Page, Linkedin Page, Youtube As on Daily Basis.
7. Coordination with Admission Counselor Team For online leads.

## How My Skills Will Benefits The Company

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Now the question arise what are the benefits of hiring me? And what exactly do i bring with a knowledge and experience i have gained through constant handwork and commitment to learn new things.

- Knowledge in Local SEO
- Having Knowledge in Setup Google My Business Page
- Created More then 25 + PPC Ads Campaigns
- Having Knowledge in Facebook, Instagram Ads
- Having Knowledge in Setup Display Campaign
- Creating Backlinks / Link Building
- More then 500 + Keywords Ranked in Google
- Content Strategy Planning
- Having Knowledge in SEO Tools
- Stayed up-to-date with the newest SEO guidelines and trends.
- Grew an Education & Hotels blog from zero to 20k visits/month in 6 months.
- Knowledge in targeting Long tails Keywords & Short tails Keywords

## SEO Skills

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|-----------------------------------|---|
| • <u>Critical thinking skills</u> | • Google Search Console                   |
| • <u>Analytical skills</u>        | • Link building                           |
| • Wordpress                       | • Keyword research                        |
| • <u>Excel skills</u>             | • Competitor analysis                     |
| • On-page/ Off page SEO           | • Target audience analysis                |
| • Google Trends                   | • Content strategy, development, planning |
| • Blogs Ranking                   | • Image optimization                      |
| • Core Web Vitals                 | • Domain Authority                        |

**(Devjeet Kundu)**