

Parnab Naskar

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Professional Summary

Versatile Digital Marketing and Communications Professional with expertise in multimedia journalism, content strategy, and digital media technologies. Proven track record of creating impactful digital content, conducting investigative reporting, and leveraging emerging technologies like Generative AI and Power BI to drive strategic communication and marketing initiatives.

Experience

Jan, 2025 - Present

Kolkata, West Bengal

Appolo Enterprise, Digital Marketing Associate

- Led digital marketing campaigns across social media, email, and web platforms, increasing engagement by 30% and conversions by 15%, while optimizing SEO and user experience to boost web traffic by 50% and lead generation by 20%.
- Created and managed content for blogs, newsletters, and social media, driving a 40% rise in audience engagement, and leveraged analytics to refine strategies, improving ROI by 25%.

June, 2024 - September, 2024

Bangalore, Karnataka

Digital Marketing Intern, Crowd product

- Managed and optimized social media accounts for high-profile startups, including CureSkin, Accelopt, and BosonQ Psi.
- Developed and executed targeted email marketing campaigns using Mailchimp and HubSpot.
- Analyzed marketing data to improve campaign performance and digital engagement.

May, 2024 - June, 2024

New Delhi

Business News Reporter Intern, Press Trust of India Delhi, India

- Conducted interviews with political leaders and corporate executives, securing high-visibility stories on The Hindu and NDTV.
- Specialized in financial journalism, reporting business stories that boosted audience engagement by 10% and secured media coverage in major publications.

January, 2024 - March, 2024

New Delhi

SocioLabs, Digital Marketing Intern

- Created engaging content for digital platforms, including targeted blog content and Quora write-ups, enhancing audience engagement and brand visibility. Implemented SEO/SEM strategies to improve website visibility and drive organic traffic.

Education

2023-Present , University of Hyderabad

Hyderabad, India

M.A.Communication

- Head of the media team in the cultural society.
- Placement Coordinator of Mass Communication Department.
- Focused on advanced communication strategies and media technologies.

2017-2020 , University of Delhi

Delhi, India

B.A.History Hons.

- Head of the social media team of the annual fest (Nexus, 2019) at Sri Venkateswara College, DU.
- Developed strong communication and event management skills

Skills

- Digital Marketing Tools: Mailchimp, HubSpot, Google Analytics, Canva, Figma
- Content Creation: Adobe Premiere Pro, Microsoft Office Suite
- Data Analytics: Power BI, Microsoft Azure
- Emerging Technologies: Generative AI, Computer Ethics

Projects

Website Development

Wildgoosetec Pvt. Limited – <https://wildgoosetechno.in/>

- Designed and developed a responsive website using HTML, CSS, and JavaScript, improving the company's online presence and user engagement.
- Optimized website structure and content with SEO best practices, increasing visibility and driving organic traffic.
- Integrated dynamic features and interactive elements using JavaScript, ensuring a seamless and intuitive user experience.

High-Momentum NASDAQ Stocks Analysis (Python, Yahoo Finance API, Pandas, Data Visualization)

- Extracted NASDAQ-100 stock data, computed 6-month & 12-month momentum scores, and ranked stocks.
- Constructed a momentum-based index, weighting stocks by market cap & momentum score.
- Visualized Momentum Score vs. Stock Performance, enabling data-driven investment decisions.

Certifications

- Full Stack Development, Udemy
- Best Decision Maker, Younity
- Exceptional Hire, Younity
- SEO Content Writer Intern, SocioLabs
- Business Reporter Intern, PTI
- Career Essentials in Generative AI, Microsoft and LinkedIn
- Excel Skills, JPMorgan Chase & Co.
- Digital Marketing Internship, Internship Studio
- Social Media Marketing, Learntube