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 driving a 15% increase in conversions.
- Optimized the company website for SEO and user experience using keyword research, content optimization, and A/B testing, resulting in a 50% increase in web traffic and a 20% improvement in lead generation.
- Created and managed blogs, newsletters, and social media content, boosting brand visibility and generating a 40% increase in audience engagement.
- Monitored campaign performance using Google Analytics and other tools, providing data-driven insights that refined strategies, resulting in a 25% increase in ROI.

June, 2024 - September, 2024   **Bangalore, Karnataka**

Digital Marketing Inern, 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.

                                                                                                                                          New Delhi

May, 2024 - June, 2024

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

- Conducted in-depth interviews with political leaders and corporate executives, resulting in high-visibility stories featured on platforms like The Hindu and NDTV.
- Reported critical business stories for leading national outlets, contributing to a 10% increase in audience engagement and media coverage.
- Specialized in financial and economic journalism, producing detailed reports that led to feature stories in major publications and increased readership.

                                                                                                                                          New Delhi

January, 2024 - March, 2024

SocioLabs, Digital Marketing Intern

- Implemented SEO/SEM strategies to enhance website visibility
- Created engaging content for digital platforms
- Developed and published targeted blog content and Quora write-up

Education

                                                                                                                                   Hyderabad, India

2023-Present , University of Hyderabad

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   **Hyderabad, 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.

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