



Shreyasi Dutta

Summary:

Enthusiastic Digital Marketing Specialist with over 4 years of experience in strategy development and content management. Expert in SMM, SEO, SEM and Content Management with a strong track record of driving growth and engagement. My biggest career achievement includes leading a rebranding campaign that significantly amplified online presence.

Education:

Bachelor of Computer Applications (BCA) - (2017-2020)

Skills:

- Digital Content Strategy & Execution
- Content Management System
- SEO & SEM Optimisation
- Keywords Research & Content Optimization
- Strategic Planning and Execution
- HTML/ CSS & web Optimization
- Content testing & Optimization
- Digital Marketing
- Lead Generation
- Data and information visualization
- Strategic Thinking
- Strategic public relations planning
- Graphic designing
- creative Software (Adobe creative suite, Canva, Figma)
- Advance Excel
- MS Office

Technical Skills

1. Content management System: WordPress, Drupal, Joomla
2. Creative Design tools: Adobe Photoshop, Canva
3. Web Content Optimization: HTML5, CSS, Google search Console
4. Digital Analytics & Reporting: Google Analytics, SEMrush

Trainings:

1. Major Project on Python with Django
2. Minor Project on Web Development

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Majiwada, Thane, Mumbai, Maharashtra - 400608

Experience:

Madasky Consulting PVT LTD~ Digital Marketing Specialist (present) Mumbai

1. Managed the content across multiple digital platforms including the website, social media, email marketing, and digital ads, ensuring consistency and high quality engagement.
2. Managed the end to end content lifecycle, including planning, development and optimization of digital asset such as website, blog posts, social media updates, landing pages, newsletters.
3. Created and maintained a content calendar to ensure consistency in messaging and optimize the content distribution across digital channels.
4. Coordinated digital content creation and management for B2B audience, ensuring consistency in brand messaging and increasing website traffic.
5. Worked closely with the content team to develop thought leadership articles, blog posts, case studies, and positioning the company as an authority in the consulting space.
6. Spearheaded social media campaign across LinkedIn, Twitter, and Facebook, creating content that resonated with industry professionals and generated valuable leads.

HKB Gaming Development ~ Social Media Specialist (Jan 2024 - April 2024) Mumbai

1. Strategically targeted influencers, businesses and groups to increase brand reach and recognition, resulting in a 200% boost in organic traffic and social media engagement.
2. Assisted in managing social media accounts, creating content and engaging with followers to build the company's professional community and foster relationships with clients.
3. Streamlined workflow process and developed strategies to coordinate initiatives and ensure brand identity.
4. Collaborated with other departments to develop social media creatives, increasing customer satisfaction.
5. Implemented cross-cultural social media posts, did keyword research to target cross-border audience as per client requirements.

City Art Factory ~ Digital Marketing Manager (Jan 23- Dec 23) Kolkata

1. Strategized and implemented social media campaigns resulting in 60% more lead generation.
2. Analyzed campaign results to establish insights, improving campaign tracking and brand visibility.
3. Streamlined CRM integration processes in association with tele-callers resulting in a 10% uplift in sales productivity.
4. Supervised content creation process to reach target audience better.
5. Crafted and executed a social media strategy across multiple platforms, driving a 70% increase in user engagement.
6. Managed content creation and publishing process, ensuring consistency in messaging across digital platforms, including the company website.

Candidate Xpress Pvt. Ltd. ~ Digital Marketing Manager (Feb 22- Jan 23) Kolkata

1. Developed an omnichannel digital marketing campaign, achieving a 30% increase in web traffic and a 25% growth in conversation rates.
2. Crafted and executed a social media strategy across multiple platforms, driving a 55% increase in user engagement.
3. Design and run ads to make Candidate Xpress more visible and get more users.
4. Assisted in the management and maintenance of the website's content, ensuring it was continuously updated with the latest product information, blogs and industry insights.

Digitz Fly IT Marketing Solutions ~ Digital Marketing Executive (Aug 20- Oct 21) Kolkata

1. Designed and implemented a comprehensive digital marketing strategy, increasing client engagement by 45% through targeted SMM / SEO initiatives.
2. Optimize social accounts.
3. Creating social media content, such as videos, graphics and written copy, to appeal to target markets.
4. Planning and developing social media campaigns.

Red Back IT Solutions, Tamil Nadu ~ Digital Marketing Intern

1. Use various tools to pull out data and provide the data for marketing campaigns.
2. Monitoring and responding to customer and consumer engagements on social media channels and crowd-sourced review websites.
3. Understand campaign requirements and develop plans to execute those campaigns.