



Contact

Phone

7908940889

Email

Pounamibanerjee.official@gmail.com

Location

Purulia, West Bengal

Education

2016-2019

B.A. in English Honours

JK College,
SKBU University

2021 - 2022

PGDM in Digital Marketing

Cambridge Marketing
College (MAKAUT)

Pounami Banerjee

Digital Marketing Trainee

To pursue a challenging career and be part of a progressive organization that gives scope to enhance my knowledge, and skills and put my efforts into achieving organizational as well as personal goals.

Experience

12/22 - Present

Digital Ads Solution

Digital Marketing Trainee

- Keywords Research.
- Working on Backlinks.
- Researching Leads in Leads Gorilla.
- Working on WordPress Landing Page.
- Writing Content For Social Media.
- SEO based Blogging.
- Creating Social Media Content Calendar.
- Poster Designing and Creating Reels.
- Managing Client's Social Media Accounts.
- Social Media Hashtags Research.
- Approaching clients through Upwork.

7/22 - 11/22

Techwala IT Consultants LLP

Digital Marketing (Intern)

- Copywriting.
- Writing Content For Social Media, Ad Campaigns.
- Writing SEO based Content.
- Creating Social Media Calendar.
- Poster Designing.
- Scheduling Post on Client's Social Media Handles through Business Suite.
- Uploading Posts on Client's Website.
- Making Reports on Google Analytics, Google My Business, Google Ads, Facebook, Instagram, and Quora.
- Looking After the Audience's Reviews Through Google My Business.

Skills

- Social Media Marketing
- Google Ads
- Google My Business
- Google Analytics
- Canva
- WordPress
- Content Writing
- Content Marketing
- SEO, SEM
- Blogging
- Communication
- Microsoft Office

Language

English

Hindi

Bengali

Certification

- Fundamentals of Digital Marketing by Google
- Graphic Designing by Udemy

Hobbies

- Social Media
- Content Creation
- Music
- Writing
- Learning new things

Experience

2/22 - 5/22

Kaarpas Creative Trends Pvt. Ltd.

Social Media Marketing (Intern)

- Researching and Analyzing Competitors' Websites and Social Media Handles.
- Researching and Implementing Strategies for Brand's Website.
- Researching NGOs and Brands for Collaboration.
- Writing Titles and Descriptions for the Brand's Upcoming Products.
- Writing Blogs for the Website.
- Arranging Google Excel Sheets.

8/21 - 10/21

Get Greenie Technologies. Ltd.

Content Writer

- Blogging for the Social Media
- Blogging for the Web Site.

Social Media Presence

- Instagram - pounami_banerjee, digi_tell_pounami
- LinkedIn - POUNAMI BANERJEE