

# SUSANTA BISWAS

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## PROFESSIONAL SUMMARY

Strong in CSS animations, transitions, media queries, and DOM manipulation. Knowledgeable in SEO strategies, using tools like Surfer SEO and SEMrush for improving search rankings and generating leads through backlink outreach.

Proficient in MERN stack development and time management, with extensive experience in WordPress development, including themes and plugins, and optimizing site performance. Additionally, well-versed in managing Google My Business (GMB) profiles, ensuring accurate local SEO optimization and enhancing business visibility across search results.

Skilled in YouTube monetization and optimization, including video SEO, keyword research, audience engagement strategies, and maximizing ad revenue through targeted content and analytics-driven growth.

## SKILLS

- **Web Skills : HTML5, CSS3, JAVASCRIPT ES6** I'm adequately proficient in using the client-side scripting languages. Have good understanding of **CSS Transitions, Animations, Media Queries, and DOM Manipulation**.
- **CMS – WordPress** – I have 3+ years of experience in working with WORDPRESS. However, I have recently started developing websites on wordpress.
- **Library : REACT JS** - I have a very good understanding of the above mentioned scripting languages and library. With uses of **React Hooks, Class & Function** based components, **CONTEXT API, REDUX**, I can deliver a fully functional web app.
- **Frameworks : BOOTSTRAP, EXPRESS JS** - Have a in-depth of understanding of the working of Express JS and it's packages. Alongside Bootstrap for building quick and easy web components.
- **Node JS** - Implementation of Node JS to work with different frameworks.
- **Thunder-Client**
- **Version Control System - GIT, GITHUB**
- **Surfer SEO**
- **UBERSUGGEST**
- **YouTube Optimization & Monetization**
- **Database - MONGO DB**
- **FIGMA**
- **SEMRUSH**
- **GMB OPTIMIZATION & SEO AUDIT**

## EXPERIENCE

BLUE MINCH | **JUNIOR WEB DEVELOPER & SENIOR SEO EXECUTIVE**

SILIGURI, INDIA (*September 2024 – Present*)

- My role in Blue Minch was to develop websites using WordPress and make it responsive. I have worked on 3-4 websites, and used **Figma** for the web designs.
- Additionally, my role included managing **SEO & GMB** of the clients and Blue Minch using tools like **UBERSUGGEST, SEMRUSH, LOCALO**.

- My task includes performing **SEO AUDIT** on client website and **GMB** and creating **SEO STRATEGIES** to optimize the site and draw more traffic.

## ICY TALES | SEO MANAGER

KOLKATA, INDIA (Oct 2021 – Aug 2024)

- Grew organic profiles through keyword research and proactive identification of new SEO opportunities .
- Analyzed website traffic data to identify trends and optimization opportunities.
- I performed keyword research to identify the business required keywords and strategise keywords usage.
- I have even have 2+ years of experience in working with YouTube optimization and monetization. I helped my company grow a channel from scratch to 10K followers in less than 4 months. [Channel Link](#)

## PROJECTS

1. **Text-Utils** - Implements **useState hook** to help users manipulate their inputs. Helps converting input string from **lower to upper case**, **word counter**, **extra-space removal** and so on. [Live Link](#)
2. **Alufab India** – This is a wordpress website, which was built for Alufab India. It has built using Elementor and Wp Contact Form 7 plugins. Alongside there is Smart Slider, Yoast SEO plugins used. [Live Link](#)
3. **Manoj Jhowar** – This is a PHP design website built for a tea taster. I worked on developing the Front End on this project. [Live Link](#)
4. **Blue Minch** – I worked on the official Blue Minch website to add some pages using FIGMA web designs.

## EDUCATION

Bachelors Of Technology (B.Tech) – Information Technology

Siliguri Institute of Technology, Siliguri, India – **8.7 CGPA : (2019-2023)**

High School – Science

Lincolns High School, Siliguri, India (**ISC 2019 – 68%, ICSE 2017 – 78%**)

## LANGUAGE

English

Hindi

Bengali