

# DEEPJYOTI BHATTACHARJEE

## DIGITAL MARKETER



I am a digital marketer who has some experience in the world of digital marketing. I strive to make the best digital marketing strategy for my clients and companies interests

## SPECIALIZATIONS

- SEO
- SMO
- SEM
- SMM
- Facebook Marketing
- Email Marketing
- Facebook Ads
- Instagram Ads
- LinkedIn Ads
- YouTube Ads
- Google Analytics
- Google Webmaster
- Web Development
- Content Writing
- Graphic Design
- WordPress
- Google Ads

## CONTACT INFORMATION

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## PROFESSIONAL BIO

A competent professional with experience in Digital Marketing, Strategic Planning and Team Management. My proficiency is in WordPress, SEM, SEO and Analytics, etc

## WORK EXPERIENCE

### PROJECTS

websiteURL- <https://shopmaniac.online>

- I have done on-page & off-page SEO of the website.
- I Managed Google analytics & Webmaster management, reporting and recommendations.
- I have done Keyword research for the website
- Created Meta tags for the website
- I have done competitor research for it
- Created Website structure
- Backlinks Building, Social Bookmarking, Classifieds, Web 2.0 for the website
- Created Ecommerce website for sales and shipping
- Managed remarketing using mail chimp
- Regularly uploaded blogs in blogging page to keep the audience engaged
- Posted in different social websites for generating organic website traffic
- Managed Products and pricing in E-commerce website

## CERTIFICATIONS

- Google Analytics Certification
- SEMrush SEO Toolkit Certification
- Fundamentals of digital marketing – Google Digital Garage
- SEO Fundamentals Exam – SEMrush
- PPC Fundamentals Exam – SEMrush
- Mobile SEO Exam – SEMrush
- Local SEO Exam – SEMrush
- Technical SEO Exam – SEMrush
- Content Marketing Fundamentals Exam – SEMrush

## EDUCATION BACKGROUND

### WEST BENGAL STATE UNIVERSITY

BSC MAJOR IN COMPUTER APPLICATION

- Graduated with 1st division with 62% overall
- Actively participated in sports events
- Member of the debate team

### IT TRAINER

"ANUDIP FOUNDATION FOR SOCIAL WELFARE"  
AUG 2018 TO OCT 2018"

- Taught MS Word, Excel, PowerPoint, Frontpage, etc.
- Managed up to 25-30 students at a time.
- Managed and solved all technical problems.
- Handled all tasks efficiently and responsively

### CERTIFIED DIGITAL MARKETING MASTERS

WEBTEK LABS PVT LTD.  
OCT 2019 TO PRESENT

- SEARCH ENGINE OPTIMIZATION (off & on-page)
- SOCIAL MEDIA MARKETING (FB, Insta.)
- INBOUND MARKETING (Landing Page)
- EMAIL MARKETING (mail chimp)
- SEARCH ENGINE MARKETING (AdWords, Bing Ads)
- WEB ANALYTICS (Google Analytics, WMT)
- REMARKETING (Google Remarketing tools)
- GOOGLE ADS (PPC, CPC, CPP, Extensions, Goals)
- APP MARKETING (App promotion and Engagement)
- YOUTUBE MARKETING (Video promo, Growth hacking)
- FACEBOOK FUNNELS (Brand awareness, Reach, Lead generations, etc.)
- FREELANCING (Fiverr, Upwork, freelancer.in)
- AFFILIATE MARKETING (Amazon Associate, Flipkart)
- BLOGGING (Niche based blogging)
- CONTENT MARKETING (Product Marketing with blogs)
- FACEBOOK MARKETING (Facebook funnels, Insta Ads)



### SUDHIR MEMORIAL INSTITUTE

ISSCE AND ISCE

- Science (PCM)

## CARRER OBJECTIVES

Seeking a Position In An  
Organization Where My Digital  
Marketing Skills And Abilities  
Can Be Creatively Utilized To  
Add Value To The Organization

## RELEVANT SKILLS

- Exceptional analytical and quantitative skills
- Capable of managing multiple tasks under a tight schedule
- Highly motivated problem solver

## PROFESSIONAL TOOLS

- Google Page Speed Insights
- The Hoth
- GTmetrix
- Ahrefs
- Photoshop
- Canva
- MailChimp
- Tweetdeck
- SEMrush
- Elementor
- Structured Data Testing Tool
- Screaming frog
- Sprout Social
- Buffer
- Wordpress
- Woocommerce
- Hootsuite
- Google Tag Manager

## HOBBIES

