

ANTARA CHATTERJEE

SUMMARY

I am a digital marketing professional with over 5 years of experience in driving successful digital strategies across various platforms. My expertise includes SEO, social media marketing, and creative content management. I excel in team management and strategic planning, striving to enhance brand visibility and maximize growth for organizations. I am passionate about leveraging analytics to improve marketing performance.

KEY ACHIEVEMENTS

- ☆ **Enhanced Brand Awareness**
Successfully increased organic reach and followers for various online marketing campaigns

SKILLS

Adwords • Alexa • ECommerce •
Email Marketing • Google Ads •
Google Webmaster • PPC • PPT • SEO •
SMM • SocialMediaAds • WordPress •
Gmail

TRAINING / COURSES

MBA
Currently pursuing a Master's degree in Business Administration

PROJECTS

The One

The One: A catering and food delivery restaurant focused on online food supply

- Involved in branding and promotion through online marketing
- Increased organic reach and followers for the catering service

INTERESTS

💎 Career Interest / Passion

LANGUAGES

Language Beginner ●●●●●

Digital Marketing Professional

@ antarachatterjee.jobs@gmail.com
🔗 https://www.linkedin.com/in/antara-chatterjee-49364a136/ 📍 India, Kolkata

EXPERIENCE

Digital Marketing Advisor 09/2022 - 01/1970
Techwens Software Pvt. Ltd India, Kolkata

A software development company specializing in digital marketing solutions

- Implementing digital strategies to elevate business growth
- Analyzing digital marketing performance to improve ROI
- Managing a team of SEO/SMO experts
- Quality assurance of team deliverables
- Reviewing and optimizing digital marketing strategies
- Creating reports on project progress

Digital Marketing Analyst 03/2022 - 09/2022
CIPL (Chatterjee Industries Pvt Ltd) India, Kolkata

A company focused on digital marketing and business solutions

- Analyzing digital marketing performance and proposing actionable strategies
- Managing strategies for On-page and Off-page optimization
- Quality assurance of deliverables by the team
- Managing and optimizing PPC ads and Media ads

SEO Specialist 02/2021 - 10/2021
Eppeok Solutions Private Limited India, Kolkata

A digital marketing solutions provider

- Managing a team of 5 in SEO and content writing
- Quality assurance of deliverables
- Managing strategies for Off-page optimization and social media marketing

SEO Executive 03/2020 - 02/2021
Royal Content Research Services India, Kolkata

A content research and marketing agency

- Conducting keyword research and SEO audits
- Managing social media accounts and optimizing performance

SEO Executive 04/2019 - 01/2020
Max Mobility Pvt. Ltd India, Kolkata

A digital marketing service agency

- Conducting competitor research and keyword evaluations
- Handling social media marketing and reports

Digital Marketing Executive 07/2017 - 08/2018
Ivan InfoTech India, Kolkata

An IT solutions company specializing in digital marketing

- Developing digital marketing strategies for clients
- Creating effective SMM strategies for brand awareness

EDUCATION

Bachelor in Commerce (B.COM) 09/2010 - 05/2013
Calcutta University India, Kolkata