

# Ranit Roy

## Digital Marketing Manager

Experienced Digital Marketing Manager with a demonstrated history of working in the information technology and services industry. Skilled in Search Engine Optimization (SEO), Search Engine Marketing (SEM), Web Designing, Social Media Optimization (SMO), Apps Store Optimization (ASO), Voice Search Optimization (VSO), Marketing Strategy, Digital Marketing, and Social Media. Strong marketing professional with a GNIIT focused in IT from DURGAPUR NIIT.



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## WORK EXPERIENCE

### Digital Marketing Manager

Coding Objects Pvt.Ltd

10/2022 - 11/2022

### SEO Executive

Swadesh Softwares PVT.LTD

04/2018 - 09/2022

## PROJECTS

<https://www.codingobjects.in/>

Facebook, Instagram, Google Ads. SEO, SMO, Lead Generation

<https://atozcrypto.org/>

SEO (more than 6k monthly organic traffic), Facebook Ads

<https://www.drzwiebel.com/>

SEO in USA

<https://swadeshsoftwares.com/>

SEO, SMO in India

<https://www.grasscad.com/>

Full SEO in Australia

<https://design.gowebbi.us/fumzylagos/index.html>

Web Design with HTML, CSS, Javascript, JQuery

<https://design.gowebbi.us/appraisalevaluation/index.html>

Web Design with HTML, CSS, Javascript, JQuery

<https://design.gowebbi.us/goappslanding/index.html>

Web Design with HTML, CSS, Javascript, JQuery

<https://design.gowebbi.us/mortgagecompany/index.html>

Web Design with HTML, CSS, Javascript, JQuery

## EDUCATION

### GNIIT (Software Engineering)

NIIT, Durgapur

2017

### Higher Secondary

Kenda High School

2014

## SKILLS

Search Engine Optimization (SEO)

Google Adwords

Google Adsense

Facebook and Instagram Ads

Google Tag Manager

Search Engine Marketing (SEM)

Social Media Optimization (SMO)

Apps Store Optimization (ASO)

SMM

Bigcommerce

E-Commerce SEO

Magento SEO

Drupal SEO

Wordpress SEO

Javascript

J-Query

VSO

HTML

CSS

Google Analytics

Google webmaster

## CERTIFICATION

### Web Designing

Swadesh Softwares Pvt.Ltd

### SEO

Linkedin

### Google ADS Display

ID: 117991500

## LANGUAGES

Bengali

Full Professional Proficiency

Hindi

Full Professional Proficiency

English

Full Professional Proficiency

## INTERESTS

Cricket

Music

Internet Surfing