



LAKSHMAN MANDAL

Digital Marketer

Contact

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A-9 Amma Colony Amrabati DGP-14

About Me

Creative and results-driven Digital Marketer with hands-on experience in social media marketing, SEO, branding, ad campaigns, and lead generation. I specialize in helping businesses grow online through data-driven strategies, engaging content, and optimized marketing funnels. Passionate about building strong brand presence and delivering measurable results.

Skills

- Marketing Strategy
- Social Media Marketing
- Google Ads
- SEO & Keyword Research
- Content Creation
- Branding
- Lead Generation
- Ads Management
- Communication
- Leadership

Education

- Secondary (Class 10)
W.B.B.S.C 2019
- Higher Secondary (Class 12)
W.B.B.S.C 2021
- Bachelor of Science (B.Sc) in Economics
Michael Madhusudan Memorial College
2021 – 2022
Completed B.Sc in Economics
Gained knowledge in microeconomics, macroeconomics, statistics, development economics, and economic analysis.

Courses & Certifications

- Basic Computer Certificate (CITA & DITA)
- Digital Marketing Certification
- AWS Cloud Certification

Experience

- Search Engine Optimization Consultant**
Grow Global Strategies Pvt. Ltd Jul 2025 – Present
 - Manage end-to-end SEO operations, including keyword research, on-page optimization, and backlink strategy.
 - Handle social media management to improve brand visibility and engagement.
 - Analyze website performance using SEO tools and share monthly reports.
- Manager**
Mandal Packers and Movers, Durgapur 2.5 Years
 - Managed field operations to ensure timely delivery and high client satisfaction.
 - Coordinated logistics for efficient transport and distribution of goods.
 - Resolved customer inquiries and concerns, maintaining strong service quality.
 - Trained and supervised field personnel to improve team performance.
- Field Manager**
MILES Logistics Services, Durgapur 1.5 Years
 - Oversaw daily field logistics to ensure smooth and timely delivery operations.
 - Resolved customer issues promptly, achieving consistently high satisfaction rates.
 - Ensured proper coordination between field teams and management.