

# RAJNANDINI PATRA

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[portfolio.com](#) | [linkedin.com](#) | [github.com](#)

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## SUMMARY

**SEO and Digital Marketing enthusiast** with a **Bachelor's degree in Business Administration (Marketing)** and certifications in **Digital Marketing, SEO, Project Management, and CRM**. Skilled in **SEO, Social Media Marketing, Google Analytics**, and **keyword research** to drive online growth. Experienced in **content optimization** and **online marketing strategy**, with **web development** knowledge (**HTML, CSS, JavaScript**) to enhance website performance and user experience. Eager to contribute to impactful digital campaigns, collaborate with dynamic teams, and grow in the online marketing industry.

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## SKILLS

- **Technical Skills:** Keyword research, Social Media Advertising, Online Brand Marketing, Google Ads, Email marketing, HTML, CSS, JavaScript, Tailwind CSS, Bootstrap.
- **Tools:** SEO Tools, Canva, Figma, Microsoft Excel, PowerPoint, Git, GitHub, VS Code

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## WORK EXPERIENCE

### SEO Keyword Research Strategy – Digital Marketing Course Online

[Live Preview](#)

- Conducted comprehensive keyword research using Google Keyword Planner, Ubersuggest, SEMrush, and Google Trends.
- Identified high-potential, long-tail keywords and mapped them to user search intent.
- Created a content keyword strategy including landing pages, blogs, and FAQ optimization.
- Included Google Trends analysis to align content strategy with seasonal keyword interest.

### Social Media Strategy Plan – FitFuel (Multi-Service Fitness Brand)

[Live Preview](#)

- Developed a cross-platform strategy for Instagram, LinkedIn, and YouTube Shorts to increase brand awareness, engagement, and website traffic.
- Created audience personas, 30-day content calendar, hashtag and caption bank, and platform-specific goals aligned with brand objectives.
- Designed KPIs to track engagement, CTR, and conversions, and developed sample Canva creatives to showcase branding, storytelling, and design skills.

### Responsive Web Design Project – Elixir (Bootstrap Portfolio Page)

[Live Preview](#)

- Built a clean, SEO-optimized, and fully responsive webpage using Bootstrap, HTML5, CSS3, JavaScript, AOS, and FancyBox.
- Focused on modern UI/UX, smooth animations, and interactive media to enhance user engagement and mobile performance.

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## EDUCATION

### Bachelor of Business Administration (2021-2024)

**7.64 CGPA**

EIILM KOLKATA, MAKAUT University

### Higher Secondary Education (2020-2021)

**80.6%**

Baishnabchak M.C. High School

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## ADDITIONAL INFORMATION

- **Languages:** English, Bengali, Hindi
- **Certifications:** Digital Marketing, SEO, Project Management, CRM, Web Development