

Jayashri Das



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Experienced and passionate digital marketing professional seeking opportunity to work with a dynamic organization. I want to enhance my edge of knowledge and skills by working with a highly skilled team. I aim to utilize my creative mind and strategies to drive incredible brand awareness and generate the best ROI for each project I'll handle. I have experience in handling marketing teams and managing projects.

TECHNICAL SKILLS

Digital Marketing
Content Writing
Graphics Design
Search Engine Optimization

Social Media Marketing
Content Marketing
Email Marketing
Blogging
Google Analytics

Google Ads
Facebook Ads
WordPress Web Designing

SOFT SKILLS

Continuous Learning & Execution
Time Management
Communication
Problem Solving

Creative Thinking
Marketing
Team Work
& Management Skills

TOOLS & SOFTWARES

Microsoft Office
Google Docs, Sheets, Slides
Windows OS

Adobe Photoshop
Adobe Illustrator
Adobe Premiere Pro
Canva

Hootsuite
Mailchimp
WordPress
GA4

Moz | SEMRUSH
Google Search Console
Google My Business

WORK EXPERIENCE

Digital Marketing Executive

iWizardz Business Solutions, Gurgaon, Haryana

April, 2023 - Present

- Brought a continuous result on social media channels for clients, created graphics, crafted social media content calendar
- Run facebook ads and generate high quality leads for educational and real estate projects.

- Handled a team of marketing and regularly communicated with clients for project work related conversations.

Content Writer Executive

Techinnovator Solutions Pvt Ltd, Contai, West Bengal

April, 2022 – February, 2023

- Created content copies for website, Social Media, blogs, off-page SEO, On-page SEO
- Crafted Social Media Content Calendar
- Learn teamwork and the easier work execution process for effective results each day.

INTERNSHIP

Digital Marketing & Sales

Uaguria Software Pvt Ltd, Contai, West Bengal

December, 2020 – April, 2021

- Learnt Social Media Marketing Strategies, Business Development Processes
- Developed Marketing Concepts
- Wrote content copies for social media channels
- Worked with sales team and executed outbound calls

PROJECTS

Summary of Projects I have worked with, in the two different agencies.

● Techinnovator Solutions Pvt Ltd

*OP Jindal University;
JK Laxmipat University;
Samarth Eldercare;
Letruffle;
Rajat Sir;
ARC Cabs;*

*Aster Hospital, Qatar;
Batra Hospital;
Meitra Hospital;
Manipal Hospital, Bangalore;
My Healthcare;
Dr Digital;
Namaste Doctor;
Zeeva Fertility;*

*Dabbawala;
Shikshadeep;
MatchMe;
Puja Blogs;
Spacetime;
Styloria;
Subha Lava;
Urmila Resort;
Mithas Forever*

● iWizardz Business Solutions

*E-Biz Cards;
DIIS;
Vidhi Mentora;
Visan Hospitality;*

*Pitafit;
Crazy Tongue;
Gaj Foot Inch;
Indian Century;*

*Pitafit;
Crazy Tongue;
Gaj Foot Inch;
Indian Century;*

CERTIFICATIONS

- Graduated in Digital Marketing – INTERNSHALA (1st November, 2023 – 29th February, 2024)
- Digital Marketing Certification – UDEMY (Year of Completion: 2022)
- Diploma in Computer Application – SVNVC (Year of Completion: 2019)

EDUCATION

Bachelor of Science (BSc)

Contai PK College | 2019 - 2022 | 83.9%

Higher Secondary (XII)

Science, WBBHSE board | Year of Completion: 2018 | 70.04%

Secondary(X)

WBBSE | Year of Completion: 2016 | 88%

LANGUAGE KNOWN

Bengali | Hindi | English | Oriya

PERSONAL INFORMATION

Nationality – Indian

Gender – Female

DOB – 12/05/2000