

PRASENJIT DEY

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CAREER SUMMARY

I intend to be a part of an organization where I can constantly learn and develop my technical skill and contribute to the growth of the organization. Further, I wish to establish myself by adapting to new tech.

EXPERTISE

Conducting Keyword Research | Web Writing | Social Media Planning | SEO Optimization | Blogging | CMS management | Content Management | Link Building |

TECHNICAL SKILLS

SEO Tools (Ahrefs) | WordPress | Project Management Tools (Monday.com, Trello, etc.) | Content Optimization Tools (SurferSEO) | MS-Office | Google Search Console |

PROFESSIONAL EXPERIENCE

DIGITAL MARKETING INTERNSHIP | MAVCURE | Remote

Jan 2018 – Oct 2018

- Writing Website Blogs (1000 words)
- Learning about SEO, On-Page and Off-Page SEO
- Optimize content and publish through WordPress.
- Social Media Posting
- How to Outreach Guest Bloggers?

SEO EXECUTIVE | WISDOM TREE VENTURES PVT. LTD. | Noida 63 UP

May 2019 – Jan 2021

- Performing Keyword Research, Content Calendar through SEO tools and Comp. Analysis.
- On-Page SEO (Optimizing Content through Yoast SEO, Linking, Optimizing Meta Titles, Descriptions, Headings)
- Performing Guest Blogging Outreach, Link Audits, Tier Link Building etc.
- Handling Interns for doing Off-Page Link Building
 - Classified Submission
 - Web 2.0 Submission
 - PDF/PPT Submission
 - Quora/Reddit, etc.
- Traffic Report Generation through Google Analytics.

TECHNICAL CONTENT WRITER | FREELANCING | Remote

Jan 2021 – Jan 2023

- Writing Guest Blogs related to Mobile App Development, Mobile App Testing, Web Testing, Frameworks.

CONTENT EDITOR (SEO) | KADE VENTURES (ZAPMINATI MARKETING PVT. LTD.) | Noida 62, UP 2023

- Keyword Research, QC, SEO-Optimization basically On-Page
- Performing Keyword Research, Comp. Analysis.
- CMS (WordPress), SurferSEO, Grammarly, Ahrefs.
- Ranked 20+ KWs in SERP (www.theislandnow.com)

CONTENT WRITER | BETTERCOMMERCE DIGITAL | Noida 132, UP

Nov 2023 – June 2024

- Writing e-Commerce Content (On-Page Content)
- Writing Guest Blogs (Off-Page Content)
- Optimizing as per SEO best practices and SERPs.
- Keyword Research, LinkedIn Post Handling Content Calendar, Traffic Report Handling, etc.

EDUCATION

BACHELOR'S DEGREE BCA MCU, Bhopal – 67%	2016 – 2019
SENIOR SECONDARY EXAMINATION Commerce CBSE – 61%	2014 – 2016

INTERESTS

Blogging | Cooking | Exploring Street Foods |

DECLARATION

I hereby declare that all the information given above is true and correct to the best of my knowledge.