

DEVYANI BHATTACHARJEE

Aspiring Digital Marketer

6289072838

zinniachak98@gmail.com

Pune, Maharashtra

<https://thebettervacation.com/author/devyani-bhattacharjee/>

EDUCATION

2021-2023

PGDM

NMIMS, MUMBAI

- Completed Master's in Marketing Management

2015-2019

B.TECH

BPUT, ODISHA

- Graduated in Computer Science Engineering

SKILLS

- ON-PAGE SEO
- CONTENT WRITING
- CONTENT STRATEGY
- OFF-PAGE SEO
- TECHNICAL SEO
- COMMUNICATION SKILLS
- ADAPTABILITY
- EMAIL MARKETING
- COPYWRITING
- BLOG WRITING
- TIME MANAGEMENT

LANGUAGES

- English
- Hindi
- Bengal

CERTIFICATIONS

- SEO Fundamentals of Digital Marketing from My Captain
- SEO from UpGrad
- SEO Content writing course for website promotion from Udemy
- Digital Marketing from Internshaala Digital
- Marketing Course from Unscool
- IIDE Digital Marketing Fundamentals

PROFILE INFO

An accomplished content writer with 3.5 years of experience, now poised to make a dynamic shift into digital marketing. Armed with a keen understanding of crafting compelling narratives, I am excited to channel my skills towards creating persuasive digital campaigns. Ready to embrace challenges and bring fresh perspectives to drive digital growth.

EXPERIENCE

SEO EXECUTIVE

E GIRAFFES DIGITAL PVT LTD | NOV, 2023 - PRESENT

- On- Page SEO
- Off- Page SEO
- Technical SEO
- CANVA
- Blog writing

SEO SUPPORT INTERN

DAATPRINTS BUSINESS SOLUTIONS PVT LTD | AUGUST, 2023 - PRESENT

- Well-versed in Off-page SEO
- Responsible for creating quality backlinks for Wedding Cloud

SOCIAL MEDIA MARKETING INTERN

TRUCKNETIC | AUGUST, 2023-SEPTEMBER, 2023

- Created graphics on Canva
- Promoted the graphics on social media platforms Helped the brand to increase its followers, subscribers

CONTENT WRITER

INVESTRONAUT | APRIL, 2023- AUGUST, 2023

- I managed the social media content for VIT, Pune and VIIT Pune.
- Wrote blogs, social media posts for the institution.

TRAVEL WRITER

FIRESTORM INTERNET | DECEMBER, 2022- MARCH, 2023

- Wrote travel blogs for various attractions all across the world.

FREELANCE CONTENT WRITER

DECEMBER, 2020- DECEMBER, 2022

- Helped students from different foreign universities with their college projects and assignments.

CONTENT WRITER

SEPTEMBER, 2019- DECEMBER, 2020

- Helped students from different foreign universities with their college projects and assignments.