

## EDUCATION

### **Bachelor of Business Administration (B.B.A.) (Hons.), Marketing**

Amity Global Business School  
2018 - 2021

## WORK EXPERIENCE

### **Operations**

Concentrix, Kolkata  
Job • May 2022 - Aug 2022 (4 months)

### **Digital Marketer**

Freelancer, Kolkata  
Job • Mar 2022 - Present (2 years 1 month)

### **Freelancer**

Offline Freelance, Virtual  
Job • Mar 2022 - Present (2 years 2 months)

### **Marketing**

Shine Projects, Virtual  
Internship • Dec 2020 - Jan 2021 (2 months)

### **Marketing**

Slice, Virtual  
Internship • May 2020 - May 2020 (1 month)

## POSITIONS OF RESPONSIBILITY

Assistant organizer and core committee member for  
Amity Premier League - (Intra- college Annual Sports  
Tournament).

Core committee member in organizing the fests of  
college. Assistant organizer for Elation - Amity's Annual  
National Fest.  
Organised and lead the Management Verticals with my  
team.

## TRAININGS

### **Search Engine Optimization (SEO)**

udemy, Online  
May 2023 - Jun 2023

### **Digital Marketing**

udemy, Online  
Mar 2023 - Apr 2023

### **Content Writing**

Amity University, Online  
May 2020 - Jul 2020

**Search Engine Marketing (SEM)**

Amity University, Online  
May 2020 - Jun 2020

**Social Media Marketing**

Amity University, Online  
Apr 2020 - May 2020

**Digital Marketing**

Internshala, Online  
Jul 2019 - Oct 2019

PROJECTS

**A study on efficiency of marketing tools of OLA**

May 2020 - Jul 2020

**A study on marketing strategies of E-commerce companies**

Jun 2019 - Aug 2019

SKILLS

**MS-Word**

Advanced

**MS-PowerPoint**

Advanced

**MS-Excel**

Intermediate

**Hindi Proficiency  
(Spoken)**

Advanced

**English Proficiency  
(Spoken)**

Advanced

**English Proficiency  
(Written)**

Advanced

**Bengali Proficiency  
(Spoken)**

Advanced

**Bengali Proficiency  
(Written)**

Advanced

**Database  
Management System  
(DBMS)**

Intermediate

**Email Marketing**

Intermediate

**Social Media  
Marketing**

Advanced

**Search Engine  
Optimization (SEO)**

Intermediate

**Google Analytics**

Advanced

**Canva**

Advanced

**WordPress**

Intermediate

**Adobe Illustrator**

Intermediate

**Adobe Photoshop  
Lightroom CC**

Intermediate