



Souhardya Dhar

MBA (Digital Marketing) - BIBS

A Digital Marketer with a passion for content creation and B2B sales. Dedicated to the art of creativity and analytical skills to drive impactful results in the world of Digital Marketing



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28 November, 2001



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SKILLS

Content Marketing

Social Media Marketing

Google Ads

Meta Ads

Communication

LANGUAGES

ENGLISH

Full Professional Proficiency

HINDI

Full Professional Proficiency

BENGALI

Native or Bilingual Proficiency

INTERESTS

Books

Writing

Creative Work

Social Work

EDUCATION

PGPDM+MBA

Bengal Institute Of Business Studies

07/2023 - Present

60%

Bachelor Of Arts (English Literature)

Pamchanan Barma University Coochbehar

05/2019 - 08/2022

78%

XII- CBSE

Netaji Centenary School

04/2017 - 04/2019

69%

X - CBSE

Techno India Group Public School

04/2016 - 04/2017

80%

CERTIFICATES

Google

Fundamentals of Digital Marketing

HubSpot

Content Marketing Certificate

HubSpot

Inbound Marketing Certificate

SEMrush

SEO Fundamental Certification

KEY PROJECTS

Portfolio Website

- Created a website through wordpress to make a digital footprint through the establishment and management of website, showcasing skills and experiences in a dynamic and interactive format.

Ad Campaign

- Crafting an ad campaign, discovered the art of blending creativity and strategy to captivate audiences. learned that resonating with emotions is vital at conveying a message for impactful marketing.

ACTIVITIES

Aspire to Achieve

In A2A as dedicated researcher and dynamic speaker, thrived on transforming complex company landscapes into engaging narratives, armed with insightful researches.

Brand Wars

Brand Wars innovatively crafts and implements branding and marketing strategies for new brands, mastering creation through market research, ad design, and impactful presentations before judges.

Theme Day

Delivered a captivating presentation on IDFC first bank, combining in-depth research with a dynamic speaking role.

Start Up Challenge

Conquered the Challenge by launching & driving a thriving business in just one day, showcasing ability to turn ideas into instant revenue. Redefine the startup game with swift innovation & decisive action.