

DEVYANI BHATTACHARJEE

Aspiring Digital Marketer

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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
- Bengali

CERTIFICATIONS

- 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 Unschoo
- 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 SUPPORT INTERN

DAATPRINTS BUSINESS SOLUTIONS PVT LTD I

AUGUST, 2023 - PRESENT

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

SOCIAL MEDIA MARKETING INTERN

TRUCKNETIC I 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 I 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 I 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.