



SHIBAJI BISWAS

DIGITAL MARKETING & SEO SEPEECIALIST

CONTACT

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Bainchi, Hooghly, West Bengal-712135

Personal Details

DOB: 05/05/1994

Gender : Male

Nationality : Indian

EDUCATION

2017 - 2019

SRM UNIVERSITY

- Master of Business Administration
- CGPA : 6.7 / 10

2014 - 2017

APEEJAY STYA UNIVERSITY

- B.Tech (Electrical and Electronic Engineering)
- GPA: 2.99/4.3

SKILLS

- On Page SEO
- Off Page SEO
- Technical SEO
- Social Media Marketing
- Social Media Optimization
- PPC (Google Ads)
- SQL
- Video Editing (Basic)
- Graphic Design (Canva & Photoshop)
- Google Search Console
- Google Analytics
- Content Creation

PROFILE

To explore new areas of Digital Marketing and work in the dynamic stable organization. I firmly believe that an association with your organization will provide me the opportunity to harness and sharpen my management skills and contribute to the best of my ability toward the success of the company's business.

WORK EXPERIENCE

• Werizon Groups

15th April,23 - Present

SMO Executive

- Develop and execute comprehensive marketing strategies and campaigns that align with the company's goals and objectives.
- Create reels and post reels on Facebook, Instagram, LinkedIn, Twitter and YouTube
- Create and Execute Facebook and Instagram Ads campaigns
- Lead Generation Ads
- Creating Brand Awareness
- Setting targeting
- Keeping up to date with social media trends
- Generate and assist with social media performance report
- The traffic of marketing strategies to help drive traffic and engagement.
- Video Editing

• Argasia Education Pvt Ltd

17th Jan,22-14th April,23

Social Media Executive

- Create and manage the marketing budget, ensuring efficient allocation of resources and optimizing ROI.
- Oversee market research to identify emerging trends, customer needs, and competitor strategies.
- Monitor brand consistency across marketing channels and materials.
- On-Page and Off-Page SEO
- Technical SEO and Wordpress Blog Optimization.
- Lead Generation Ads
- Create and execute Facebook and Instagram Ads
- Run Google ads campaign
- Create content calendar

LANGUAGES

- English (Fluent)
- Bengali (Fluent)
- Hindi (Fluent)

INTEREST

- Playing badminton and cricket.
- Listening music, watching movies, and travelling.
- Reading Newspaper.

Strength

- Punctuality.
- Determination.
- Self-confidence.
- Hard-working.

INTERNSHIP EXPERIENCE

- **Magnox Technology Private limited**
 - Digital Marketing
 - Social Media Marketing
 - Google Ads
 - Search Engine Optimization
 - Canva
 - Photoshop
 - Social Media Optimization
 - Content Creation
- **HCL-CDC, New Delhi**
 - Embedded System
- **Dakshin Haryana Bijli Vitran Nigam**
 - Power Transmission and Distribution System
- **Minda Industry Limited**
 - Molding
 - Metalizing
 - Assembly

HERE, I AM MENTIONING SOME OF THE WEBSITES FOR WHICH I HAVE BEEN WORKING FOR

- <https://plutusias.com/>
- <https://yojnaias.com/>
- <https://airnsky.com/>
- <https://skyairbus.com/>
- <https://flyavionic.com/>
- <https://skynair.com/>
- <https://airfaresupport.com/>

DECLARATION

I hereby solemnly declare that the above-written particulars given by me are true and correct to the best of my knowledge and relief.

(Shibaji Biswas)
Place: West Bengal, India