**SHOUVIK MAZUMDER**

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| **CAREER OBJECTIVE**  To associate myself with a dynamic team in a progressive organization that gives me ample scope to apply and enrich my knowledge and skills with continual learning and professional growth and to grow with the view to cope with the company’s vision to success and participating to the enormity. As I possess sound knowledge of internet marketing, I am eager to accept any challenging assignment related to any new technology. With my Sincerity, Hard-working capability and Sound technical knowledge, I want to be an accomplished expert in Internet marketing.  **Key skills:** User Experience Analysis, Conversion Optimization ,Landing Page Optimization, Google Analytics, search Engine Optimization,  Online reputation Management,  **EDUCATIONAL QUALIFICATION**   |  |  |  |  | | --- | --- | --- | --- | | Year of Passing | Course | University/School | GPA/Percentage | | 2014 | M.A (Political Science) | I.G.N.O | 47% | | 2009 | B.A (Political Science Honors) | Calcutta University | 47.3% | | 2006 | ISC | Salt Lake School | 79% | | 2004 | ICSE | Salt Lake School | 63% |  * Pursuing MPS Major from IGNOU (session:- 2010-12)   **TECHNICAL QUALIFICATION :-**   * GNIIT in Business Information Management Track from NIIT (session 2007-2009) * ERP Tools :-   + SAS –Web Report Studio, Information Delivery Portal, Enterprise Guide, Olap Viewer, SAS Coding * Microsoft Office, Advanced Excel with Vba Coding, MS Access * SQL 2005.   **ORGANISATIONAL EXPERIENCE**  **Work Experience :-**  **1. Organisation :- Techshu Consultancy Pvt Ltd (Marketing Division Limtex Infotech Ltd)**  **About the organization:** TechShu is a popular name in Digital Marketing in Kolkata area. They actively take part in local events in Kolkata to improve the ecosystem, provides Digital Marketing Services which include Search Engine Optimization (SEO), Pay Per Click (PPC) on Google AdWords, Bing etc., Social Media Marketing (Facebook, Twitter etc.) and others targeting the US, UK, Australia, Canada, New Zealand market or the entire globe.  **Offered Role :- Digital Marketing Manager**  **Responsibilities :-** Managing Project  Planning Strategy -Digital Marketing  Market Analysis of Project  Producing regular audits and writing up detailed monthly performance  and progress reports for clients.  **2.Organisation :- Limtex Infotech Ltd**  **About the organization: -** Limtex Infotech Limited is a renowned name in the Information Technology market. This company is serving the IT market since 2005 and is known as a leading provider of various Web Solutions and Internet services. Core functional areas range from Web Design Services, Web Development Services to SEO Services, PPC Services and so on.  **Offered Role :- Digital Marketing Executive**  **Responsibilities :-**   * Competitor Analysis, User Experience Analysis, Conversion Optimization * Analyzing search results via Google Analytics and Google Web Master Tool * On page & Off page Activities * Web Analytics * Meta Tags - Usage * Content Optimization * Creating Robots File * Creating XML Site Maps * Optimizing SEO Content * Image Tag Optimization * Google Web master tools * Actively researching, testing and proposing new approaches to improving search engine rankings. * Off page Activities * Keywords Research * Google Ad words Concept * Landing Page optimization * PPC * Social Media Marketing (intermediate level) * Resolving technical issues related to a clients website. * Producing regular audits and writing up detailed monthly performance   and progress reports for clients.   * Google local Seo * G+Page creation & integrating social media widgets and marketing   **Duration:9.6.11- 20.8.13**    **3.Organization :-** **Nico Web Media Pvt Ltd**  **Offered Role:-** JuniorSearch Engine Optimizer & Data Entry Operator    **Responsibilities:-** Off Page Activities  Submission to Search Engines  Creating Blog  Directory Submission  Blog Submission  RSS Feed Submission  Article Submission  Press Releases  Posting free Classifieds  Social Book Marking  **Duration :-** **October 2010 – June2011**  **PERSONAL DETAILS**   |  |  | | --- | --- | | Father’s Name | Mr.Susanta Kumar Mazumder | | Mother’s Name | Mrs. Krishna Mazumder | | Date of Birth | 29 th August, 1987 | | Languages known | English,Bengali,Hindi |   **OTHER INTERESTS**  I like avidly reading books especially, having a keen interest on surfing net for gathering knowledge on scopes and new strategies on internet marketing and other topics. Apart from this I also have strong interest in photography.            …………………………………  **( Shouvik Mazumder)** |