**Debashis Roy**

# Contact Info:

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**Professional Qualification**:

* **Advanced Digital marketing** Certification from Seven Boats Academy (Listed among India’s top 50 Digital Marketing Agencies).
* On-Page & Off-Page ***SEO*** • Keyword Research & Analysis • ***Keyword*** Proximity & Link Building • Competitor Research & Analysis • Word Press CMS • ***Contextual Links*** – Internal & External • ***Social Media Marketing*** – Facebook, Twitter, Blogs, Tumbler • Google ***Ad words*** Campaign Setup, Monitoring & Reporting • Google ***Analytics***, • Google Search Console (***Webmaster Tool***).
* **GOOGLE ADWORDS CERTIFIED**
* Google Adwords ***Fundamentals*** (87%)
* Google ***Search Ad*** (83%)

# The Digital Garage Certification endorsed by Google & IAB Europe, Issued on Feb 25, 2017

* NISM Series 1: Currency Derivatives Certification valid till July 06, 2019.

# Academic Qualification:

* 2014-2016 **MBA in Marketing at Sikkim Manipal University** **with 67.02% marks**.
* 2012-2013 **Diploma** in Tourism and Hospitality Management at Mahatma

Gandhi University with **62.4%** marks.

* 2007-2010 **BA** ( hons.) in History at The University of Burdwan with **57.25%** marks

# Experience:

* ***DIGITAL MARKETING ASSOCIATE INTERNS***

**Seven Boats info-systems Pvt. Ltd Feb, 2017 – Present.**

**WORKED ON LIVE PROJECTS AT SEVEN BOATS DURING INTERNSHIP**

* **Client- Hotelcoraldigha.com**

Hotel Coral is one of the best and ***affordable hotels*** in digha. They offer a wide array of services that makes your vacation a memorable one.

**Role –** ***Keyword*** research, Keyword Density, Setting up the ***long tail keywords***,

On-page ***SEO*** Title tags & Meta Description, Home Page Content Tweaks,

Analysis on Heading Tags Manage the off page SEO, ***Setting Backlinks***.

* **Client- Hellotailor.in**

Hello tailor is an online ***design & stitching studio*** specially for women. They provide services without having to step out of house.

**Role**- Meta keywords analysis, Manage the On-Page SEO, SEO Title Tags, Meta

Description, Meta Keywords, Focus Keyword selection for ***SEO*** of blog and

page content, ***Long tail******Keyword Research***, Headings, Sub-headings, Image

Alt, Content modification, ***Adwords*** campaign setup, monitoring & reporting,

***Social Media page*** management & content calendar creation for Facebook.

Social media organic posts for increasing brand awareness ***using #Hashtag,***

***@Mention****,* Trending topics & viral content marketing

* **Client-** **bengalspeech.com**

Bengal Speech is the largest chain of hearing aids center in India.

**Role:** ***Site Audit***, Off-Page ***SEO***, Content suggestions etc.

* **Client- Ulurn.in**

Ulurn is one of the best ***online learning platform*** where we get interactive professional courses study material, online video classes.

**Role-** Meta keywords analysis, Manage the On-Page ***SEO***, SEO Title Tags,

Meta Description, Meta Keywords, Focus Keyword selection for ***page content***,

Long tail ***Keyword Research***, Headings, Sub-headings, ***Image Alt***.

* **Client- Bengalinterior.co.in**

Bengal Interior is a trusted ***interior decorator*** in kolkata offering, home remodeling, office decoration, Kitchen Remodeling, Shop Interior Designing.

**Role-** Content Wireframe, ***Competitor Analysis***, ***Facebook Ad campaign*** setup

(Boostpost Click to Website & Page Like campaigns),

* **Client-** **hearingplus.in**

Hearing Plus is an organization that ***provides services*** to those who are ***suffering from speech and hearing impairment***. Hearing Plus has dedicated centers apart from West Bengal, Orissa, Bihar, Jharkhand, Assam, Maharashtra (Mumbai) & Delhi.

**Role:** ***Total*** Off-Page ***SEO*** etc

* **Client- Arijitworkout.com**

Arijit's Workout is a reputed ***health club & slimming center*** in Kolkata

**Role:** Prepare a Google ***Analytic Report*** to find out the reason ***for keywords ranking slip*** & suggestion ***for improvements***.

Other than there are ***many projects***like ***Cocoon Hotel Dhanbad****,* ***hotel coral***

***digha, saraswati online, cyborgservices, Jezza Motors*** have done during Intern.

* ***BUSINESS DEVELOPMENT EXECUTIVE***

**Adeline Marketing Pvt. Ltd. May, 2016 – Jan, 2017**

# Part Time Jobs:

* *TOUR ESCORT/TOUR GUIDE*

Zenith holiday June, 2015 – January, 2016

* *DATA OPERATOR/CASHIER*

Medical Company December, 2014 – May, 2015

**Computer Knowledge**

Basic Computer application knowledge, ***MS office*** Suite, Internet, ***Photoshop*** & ***computer maintenance***

**Language Skill:**

***English*** Speaker, ***Bengali*** Speaker (native speaker), ***Hindi*** Speaker

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| **Personal Profile:** |  |  |

A dynamic, resourceful and energetic individual who feels that his greatest strengths are firstly his ***strong commitment*** to providing the ***highes***t level of ***service*** to his employers, colleagues, and important clients. Secondly his habit of constantly reviewing processes and ***identifying ways to improve*** efficiency and service.

Presently looking to join a company that rewards effort and initiative, whilst at the same time providing plenty of progression and development opportunities to its employees.

# Hobbies and interests

***Traveler*** who explores with his friends, family or alone almost all India ***taking photos*** and

getting to know new people and new cultures. In his free time, he likes to ***read*** story books or

expand his education by study ***books*** about languages, body language, motivation and ***history***.

He also interests in ***current*** affairs and new ***technologies***