**Name:** Rituparna Daskanungo

**E-mail**: [rituparna.ritu11@gmail.com](mailto:rituparna.ritu11@gmail.com), [r.daskanungo2@gmail.com](mailto:r.daskanungo2@gmail.com), [ritu.soumiscanproduct@gmail.com](mailto:ritu.soumiscanproduct@gmail.com).

**Contact No.**: 9804133396, 8250141633

**Objective-**

To pursue a professional career in the corporate sector, looking for a challenging, growth oriented, professionally rewarding assignment in the emerging administrative platform.

**Professional Work field-**

* **Keyword Analysis:**

Researching the best keywords using tools like word tracker, Google keywords tool etc. with less competition and high search volume for high ranking website.

* **On-Page Optimization:**

Broken link check, website Analysis, Competitor Analysis, Keywords Selection, Meta Tagging, Content Optimization, alt tag images, Google Webmaster Tool and Google Analytical Tool Code Installation, Page Headings, XML Sitemap Creation and Installation, Robots File Creation.

* **Off-Page Optimization:**
* Search engine submission (Google, MSN etc.)
* Local Search Engine Submission (Google Local, Yahoo Local, MSN Local etc.)
* Directory submission
* Article Submission
* Press Releases
* Blog Submission
* Forum Submission
* Link Exchange
* Google Webmaster Tool
* Google Analytical Tool
* Feed Submission
* Competitor Watch
* **Google Ad words:**
* PPC (Pay per Click).
* Ad Creation.
* Bid Management etc.
* **Social Media Marketing:**
  1. Create, update and design page on Facebook, Twitter profile for great user experience, Facebook campaign, LinkedIn Campaign.
  2. Slide Creation and share, creating videos on slide.
  3. You Tube channel creation and video creation and updating.
  4. Work on various social networks like LinkedIn, YouTube, flicker, etc.
  5. Viral marketing on Facebook, Twitter, flicker and other social networks.
* **Internet Marketing:**

Email Marketing (Mail chimp).

Affiliate Marketing.

Google Campaign, Facebook Campaign, LinkedIn Campaign.

* **Web Analytics:**

Generation and Analysis of traffic report using Google Analytics Tool to understand the effectiveness of the keywords being used and to measure the usefulness of the off-page optimization strategies.

* **Content Creation -**Select proper keywords, follow the Google Algorithm Rules (Penguin, Panda, and Humming Bird),
* **E-Commerce** -Managed e-Commerce promotional campaigns, Established site promotional plans.
* **Professional Experience details- logo.png**

**Company Name – Bangur BFL Corporation**

**Role –** Social Media & E-commerce

Key Responsibilities –

* Handling & Monitoring Social Sites of this Company, like - Facebook Account, Facebook Page, Facebook Fan Page (Group), Twitter, Google Plus, Timber, Pinterest, Instagram, YouTube, Gmail.
* Write Posts upload them on the social sites, create new posts and arrange them to collect more Organic Likes and Followers.
* Arranging and scheduling the full Social Media & Ad Contain Schedules on the Basis of the Customers Demand.
* Answering the mail properly according to the needs of the Customers.
* Maintain & Increase the Brand Image of The Company to the People (Old as well as New Customers).
* Communicate directly with the Customers regarding product usages and help them to get products.
* Collecting Organic Mail id of customers and visitors.
* Finding relevant keywords for Content which helps in ranking.
* Handling E-commerce sites of companies.
* Handling full details of IndiaMart.
* Handling full details of NearBuy.
* Handling and registering on different e-commerce websites like Flipkart, Amazon, ShopClues and IndiaMart.
* Became well versed in Facebook Insights, Twitter Analytics, and social marketing platforms like Shoutlet and Curalate to analyze and present our social communication, as well as build engagement with fans and followers
* Created weekly reports of client and competitor social activities
* Researched relevant industry and market developments
* Maintained social media content development by coordinating and implementing social media marketing communication
* Responsible for comment moderation, consumer interaction, and diffusing any online issues (complaints, returns, etc.)
* Developed and hosted ad serving for Facebook and Twitter.
* Orchestrated social media campaign to increase customer exposure
* Managed e-Commerce promotional campaigns.
* Established site promotional plans.
* Evaluated site traffic data and campaign results.
* Analyzed current industry trends.
* Reviewed competitive sites and analysis from merchandise selling trends.
* Answering the mail properly according to the needs of the Customers.
* Handling and Arranging the Ad Contain and fixed them on the Website According the Requirement.
* Handling the Chat of the main Website regarding products and their queries.
* Write content regarding products requirements.

**Handling & Maintaining Social & Chat Sites of the Company**

* + 1. <https://www.facebook.com/BangurInstaBite/>
    2. <https://www.facebook.com/calcuttapoloclub/>
    3. <https://www.linkedin.com/in/bangur-instabite-01a289141/>
    4. <https://www.linkedin.com/in/calcutta-polo-club-004338a2/>
    5. <https://in.pinterest.com/instabite/>
    6. <https://in.pinterest.com/calcuttapoloclu/pins/>
    7. <https://twitter.com/CALCUTTAPOLO>
    8. <https://twitter.com/BangurInstabite>
    9. <https://twitter.com/CALCUTTAPOLO>
    10. <https://www.instagram.com/bangurinstabite/>
    11. <https://www.instagram.com/calcuttapolo/>
    12. <https://plus.google.com/u/0/115867469440211906137>
    13. <https://plus.google.com/u/1/106050740924540196277>
    14. <https://www.youtube.com/channel/UCjQM3nRVdriHsIGTWwc5dSQ>
    15. <https://www.youtube.com/channel/UCnrPw-8s6xeO0ZAqcD1FFgg>

**CompanyName**: The Soumi’s Herbal Products Pvt.Ltd. 

**Role**: Head Social Media Analyst & Head Online Public Relationship Executive.

**Key Responsibilities**:

* Handling & Monitoring Social Sites of this Company, like - Facebook Account, Facebook Page, Facebook Fan Page (Group), Twitter, Google Plus, Timber, Pinterest, Instagram, YouTube, Gmail.
* Write Posts upload them on the social sites, create new posts and arrange them to collect more Organic Likes and Followers.
* Arranging and scheduling the full Social Media & Ad Contain Schedules on the Basis of the Customers Demand.
* Analysis the all Social Media Channels and Research on the Posts and Ads to collect more Organic Visitors and Customers for the Company.
* Communicate directly with the Customers regarding product usages and help them to get products. Communicate with the customers of All Over India & Bangladesh.
* Maintain the full online details of the organic visitors and use them according to requirement.
* Making Pages according to their business needs and for e-commerce Product Selling purpose.
* Handling the Chat of the main Website regarding products and their queries.
* Answering the mail properly according to the needs of the Customers.
* Maintain & Increase the Brand Image of The Company to the People (Old as well as New Customers).
* Increase the Sale of Products via Social Media & Chat Media.
* Finding relevant keywords for Content which help in ranking.
* Write content regarding products and beauty tips (as per advice).
* Handling and Arranging the Ad Contain and fixed them on the Website According the Requirement.
* Collecting Organic Mail id of customers and visitors for Zen desk Chat(The main Chat Dashboard of the Website) and Gmail for further use (also their name and sometimes the contact numbers also).
* Follow the Zopim, Google and, YouTube Analytics Daily.
* Analysis of Payment Gateway (Pay U Money) and monitoring the weekly Sell.
* Edit Pictures and Videos as per needed.
* Follow the Alexa Ranking.

**Handling & Maintaining Social & Chat Sites of the Company**

1. <https://www.facebook.com/soumis.can>

2. <https://www.facebook.com/Soumisherbalproductspvtltd/>

3. <https://www.facebook.com/groups/368338983289723/>

4. <https://twitter.com/CanSoumis>

5. <https://plus.google.com/u/0/collection/ELoJNB>

6. <https://www.youtube.com/channel/UCjLURsI8h-5pwxfAUqVal-Q>

7. [thesoumiscanproduct@gmail.com](mailto:thesoumiscanproduct@gmail.com)

8. <https://www.tumblr.com/blog/soumiscan>

9. <https://in.pinterest.com/soumisc/>

10. <https://dashboard.zopim.com/?lang=en-us#home>

11. <http://www.thesoumiscanproduct.com/>

12. <http://www.alexa.com/siteinfo/thesoumiscanproduct.com#trafficstats>

13. <https://www.instagram.com/soumiscan/>

* Company Name: **IIIM Limited** (May 15 to May 16) 

**Role**: Working on Digital Marketing and Content Writing related Projects.

**Key Responsibilities-**

* Managing Team of SEO (3persons) and handling project.
* Team Building and Training.
* Quality Assurance of Deliverable by Team
* Generate Organic Search.
* Generate and taking strategies to generate traffic on Social Media Marketing.
* Work with Website Development Team to Drive SEO Activities.
* Keyword Analysis.
* Website Optimization.
* Making Strategies for Off Page Optimization.
* Logging and Monitoring Project progress.
* Review of Traffic Reports Using Google Analytics.
* Company name: **Sscs Infotech** (From June 2014 to May 2015)

**Role**: Digital Marketing Analyst cum Project coordinator.

**Other Technical Skills-**

* *Creating Cartoon Characters*- Creating Different Cartoon Characters and series of characters as per demand.
* *Vulnerability Assessment*– Detecting vulnerability with Nessus, Nmap- scripting engine.
* *Network penetration testing*– Perimeter testing with Metasploit, Armitage, and Wireshark.
* *Web Application testing*– Testing web application with Burp-suite, Sqlninja, Sqlmap, and Darkmysql.
* *Expertise in linux* – Kali Linux, Backtrack, Samurai web testing framework.
* *OS*- comfortable to work on windows vista, Windows 7, Windows 10.
* *MS-Office (2013)*- Good Knowledge over MS-Word, MS-Excel, MS-PowerPoint, MS-Access.

**Summary of Qualifications and Certification-**

* **MCA** (Master of Computer Application) from **IGNOU**, Kolkata (2011-2014).
* **BCA** (Bachelor of Computer Application) from **IGNOU**, Kolkata (2008-2011).
* **CNSP** (Computer Network Security Professional) from **AllIndia IT Association** (AIITA), Kolkata.

**Personal Details-**

Name- Rituparna Daskanungo.

Father’s Name- Pannalal Daskanungo.

Languages- Bengali, Hindi, English.

Gender- Female.

Marital Status- Single.

Current Location- Kolkata (W.B)

Hometown- Bankura (W.B)

**Place**- Kolkata **(Rituparna Daskanungo)**

**Date**-