



# PUJA DAS

## DIGITAL MARKETING

### CONTACT INFORMATION



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### MY EDUCATION

**BENGAL INSTITUTE OF BUSINESS STUDIES**  
2019-2021

**MBA in Digital Marketing**

**SURENDRANATH COLLEGE FOR WOMEN(CU)**  
2016-2019

**Bachelor of Commerce in Accountancy**  
**Honours**

### CERTIFICATES

- Facebook Digital Marketing Associate
- HubSpot Social Media
- Google Analytics Individual
- Google Ads Search
- Google Display Advertising
- Google Video
- Search Ads 360 Mobile Basics
- Content Marketing
- HubSpot Email Marketing
- On-page and technical SEO
- Diploma in DFA (MS Word, Excel, etc)

### PORTFOLIO

- [www.voyagerstalk.com](http://www.voyagerstalk.com)
- [www.mongiagreen.org](http://www.mongiagreen.org)
- [www.gstmtechlab.com](http://www.gstmtechlab.com)
- [www.home.kpmg](http://www.home.kpmg)

### SKILLS

#### Content



#### On Page SEO- Basics



#### UAT



#### Off Page SEO



#### SMM & SEM



#### UI/UX & HTML



### TOOLS

**Graphics-** Photoshop; Illustrator; Figma;  
Adobe XD

**Content and Keyword Research-** Moz; SEMRush;  
Ubersuggest; Keyword Planner; Small SEO tool,  
Grammarly

**Analysis-** Google Analytics; Hootsuite

**Campaigns-** Ad manager; Adword

**HTML-** Visual Studio

**SEO-** Google search Console; WooRank; SEO  
Minion; Yoast; Rank Math

### WORK EXPERIENCE

**Overall Work Experience: 1.6 years**

#### Digital Marketing Associate- 9months

- Content Creation
- Social Media Management
- Designing
- On-page Seo
- UAT
- App and website UX design
- Website Management
- Team Coordination

#### Digital Marketing Trainee- 6 months

- Keyword research,
- Competitor Analysis,
- Off-page SEO activities
- Content Writing
- Competitor Analysis
- Social media marketing
- Virtual event Management
- Ideating Marketing Strategies
- Website Management

### COMPANIES

#### Digital Marketing Associate

- Mongia Foundation (Apr 2021 - Present)

#### Digital Marketing Trainee

- KPMG India (Sep 2020 - January 2021)
- 72 cubes (May 2020 - July 2020)

# PROJECTS

## Project Santushti

- Content Writing and Management
- Search engine optimization
- Website Management
- Team coordination
- Third-party platform integration
- Logo Design

### Tools and platforms used

- Photoshop, Illustrator
- Keyword Surfer, Keyword Everywhere
- Google Search Console, Bing webmaster
- WordPress
- WooRank- SEO Analysis & Website Review
- Google Analytics

## Mongia Foundation- app and website

- Social Media Marketing
- Website UAT
- Basic UX App design
- Content Writing
- Off-page SEO
- Team Coordination
- Infographics design
- Team Participation- Brand Solution

### Tools and platforms used

- Photoshop, Figma, Illustrator, XD, Canva
- UberSuggest, SemRush, Keyword Planner
- Hootsuite
- Google Search Console

## Elevation- Personal Care

- Keywords Research
- Social Media Campaigns
- Logo Creation

### Tools and platforms used

- Photoshop, Illustrator
- Ad Manager
- Keyword Planner

## Digital Marketing for Students

- Keywords Research
- PPC- Search engine marketing
- Strategy Planning

### Tools and platforms used

- Photoshop
- Adword
- Google Analytics
- Keyword Planner

## Lean Six Sigma

- Keywords Research
- Quora
- Content for Guest Blogging
- Negotiation with the websites for guest blogging
- Blogging in third party sites for backlinking

### Tools and platforms used

- Keyword Planner, Semrush, Ubersuggest
- Quora
- Wordpress, Bloggers

## Voyagerstalk- Virtual travelling

- Marketing Strategies
- Connecting with travel influencers
- Creating Posts for social media and Posting
- Content Creation
- Ideation for a Crowdfunding campaign
- Planning for virtual traveling events
- Logo Design
- Website Management
- Editing e-book on email marketing
- Competitor Analysis

### Tools and platforms used

- Photoshop, Canva
- Zoho- Social media management- posting
- Remo- round table virtual meeting
- Alexa- Competitor Analysis
- Small SEO tool, Grammarly