

# Prasun Roy

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## PROFILE

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To obtain a position that will allow me to utilize my digital marketing skills and enable me to make a positive contribution towards the organization.

## PROFESSIONAL QUALIFICATION

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2017

### Seven Boats Info-Systems Pvt. Ltd.

#### *Professional Course in Digital Marketing*

- 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

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Google Adwords Fundamentals (82%)

Google Display Ad (84%)

Google Search Ad (94%)

## EXPERIENCE

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### Joogifts.In

2017 Jan - Present

#### *Digital Marketing Executive*

- On page & Off page Optimization for web pages.
- Execute Keyword Research & Analysis, Link Building, Market Research, Competitor Research & Analysis, And Social Media Optimization.
- Identifying and implementing back link strategies for increasing traffic to companies website & SEO for market research reports.

- Plan and monitor the ongoing company presence on social media.
- Execution of Social Media Marketing efforts (Facebook, Twitter, Linked in, YouTube & other social media tools).
- Using Reporting and analysis tools: Google Web Master and Google Analytics.

### **Seven Boats Info-systems Pvt. Ltd.**

**Dec 2016 – Jan 2017**

*Digital Marketing Intern*

**Hotel Coral digha.com** - Hotel Coral Digha is one of the best hotels in digha. They offers a wide array of services that makes your vacation a memorable one. The rooms and suites, kids park, the restaurant and bar have an unconventional ambiance unlike other Digha hotels.

**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.

**Cosmetic therapy.com** – Cosmetic therapy is a leading hair transplant Surgeon in Kolkata. Hair Transplant, Liposuction, Gynecomastia, Abdominoplasty & other cosmetic surgeries.

**Role** – On page & Off Page SEO, Social Media Optimization, Facebook Ad,

**Arijitworkout.com** – Arijit's workout is a reputed health club and slimming centre in Kolkata, delivering excellent fitness training through weight management classes, weight loss training, weight gain training, aerobic classes, free hand exercise, power yoga classes, yoga classes, and personality development programme.

**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 (Google Adwords Search & Display ads), 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

**Byebyebaldy.com** – Bye Bye Baldy is a reputed hair transplant clinic in Kolkata.

**Role** - Content Wireframe, SILO Structure, Facebook Ad campaign setup (Boost post, Click to Website & Page Like campaigns),

Other than that there are many projects like **Pujyaseva.com**, **Speechplus.in**, **Cyborgservices.in**, **Jezza Motors** have done during Internship.

### **Vedant Fashion Pvt. Ltd. (Manyavar)**

**October 2015 – May 2016**

*Assistant Zonal Coordinator – Operation & Online Marketing*

- People management - Train, maintain grooming standards & motivate employees. Providing Induction process.
- Generating stock audit reports, reconciling computer data with the physical counts taken and reporting on errors found.
- Prepare reports on incoming and outgoing supplies, inventory balance, goods to be sent back & shortages.
- Prepare reports on inventory balance, shortages, goods damaged and price lists.
- Reviews daily sales reports and negative inventory reports to locate discrepancies in data.
- Ensuring loss prevention, assurance and security of products and New Store Opening, Staff Training.

## **Bengal Blooms**

**March 2014 - September 2015**

### *Operation & Online Marketing Executive*

- Handling E-Commerce website for customer queries, Link building and Online Reputation Management.
- Planning, resource management, time management and allocation.
- Handling an operation team of 15 people.
- Daily Workforce management & maintaining MIS report.
- Responsible for on time delivery and employee efficiency maintaining.
- Maintain strong relationships with vendors to ensure smooth operations.

## **ACADEMIC QUALIFICATION**

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### **MBA (Marketing)**

**2012 - 2014**

*School of Management Media Technological Science & Research*

Completed MBA in Marketing from School of Management Media Technological Sciences & Research under Sikkim Manipal University with 53% marks.

### **SUMMER INTERNSHIP**

**2013**

ORGANISATION : Axis Bank, Zonal Head Office, Kolkata

PROJECT TITLE : “Customer Relationship Management” (CRM)

DURATION : 60 days

PROFILE : Internal Marketing

### **Bachelor of Hospitality Management**

**2008 - 2011**

*GNK Institute*

Completed 3 years Full time Degree in Hospitality Management. From GNK Institute under Sikkim Manipal University with 72% marks.

## **COMPUTER KNOWLEDGE**

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Well versed with Basic Computer Applications combining sound knowledge of MS-Office suite & Internet.

## **OTHERS**

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Hobby : Traveling, Bike Riding, Social Work, Cooking

Fathers Name : Prabir Kumar Roy

DATE OF BIRTH : 28.10.1988

NATIONALITY : Indian

SEX : Male

Date: