

## PROFESSIONAL EXPERIENCE

### SEO Executive Intern, Zingbus, Gurugram

Mar 2023 - May 2023

- Conducted comprehensive keyword research to identify high-traffic, highly relevant, and low-competition keywords and implemented keyword to enhance website content for improved search engine visibility
- Enhanced website functionality and performance by identifying and resolving technical issues, optimizing on-page elements for improved user experience and search engine rankings.
- Created and optimized blog content, conceptualizing ideas for new blog posts and web stories to captivate and retain website visitors.
- Understanding of WordPress website structure and hierarchy, including menus, categories, and tags
- Utilized various SEO tools, including Google Search Console and SEMrush, to conduct in-depth website data analysis and identify key areas for improvement, enabling data-driven decision-making for effective SEO strategies

### Home Tutor, Freelance, Kolkata

Mar 2021 - Sep 2022

- Mentor 10+ students from the ages of 3 and above, from nursery to 10th grade
- Improved overall academic performance by 100% by helping students understand complex theory concepts easily
- Acquired skills like responsibility, patience, and detail orientation

### F&B Hostess, Marigold Hotel, Hyderabad

Dec 2019 - Aug 2020

- Responsible for welcoming guest in a warm and friendly manner
- Monitor all-day dining restaurant to ensure smooth functioning of all activities in the hotel resulting in customer satisfaction and good feedback.
- Coached and mentored new hires to manage restaurant activities, and everyday menu tags and to answer and resolve guests' doubts or queries

### Intern, Courtyard By Marriott, Madurai

Aug 2019 - Oct 2019

- Completed 10hrs of regular training in F&B service
- Acquired skills like punctuality, problem solver and leadership

## EDUCATION

Year	Degree	Institute	Percentage
2018 - 21	Bachelor Of Arts	IGNOU	63%
2016 - 18	12th Grade ISC	Loreto Day School, Kolkata	73.6%
2015 - 16	10th Grade ICSE	GVMSS, Kolkata	72.4%

## CURRENT EXPERIENCE

### The Marketing Launchpad, Kraftshala, Online

Oct 2022 - Feb 2023

- Selected as a part of a batch of 200+ students from all over India for The Marketing Launchpad and Completed 600 hours of training across 14 weeks (10 hours/day)
- Modules completed: Marketing Basics, Search engine optimization
- Performed keyword research over different pages like product, category, blog page
- SEO Projects: Worked on the On-page, Off-page, Tech SEO audit for Ecom website (Beardo). Additionally, have worked on smaller projects on keyword research (ed-tech), On-page (Ed-tech), Off-page / Backlinking (Ed-tech, online investment platform) and Tech Audit (Ed-tech).
- Collaborated with peers from different backgrounds for various projects, workshops, and activities including human skills such as time management, listening, etc.
- Tools covered : Google Keyword planner, Google Search Console, Semrush, Google Analytics, GT Matrix, Page Speed Insight

## CERTIFICATIONS

### Fundamentals of Digital Marketing, Google Digital Garage, Online

Sep 2022

- Certified in a 1week online training on digital marketing
- Completed all the module and received certification

## OTHER INTERESTS

### Cooking

- Love to cook and bake to entertain friends and family, it also helps me to destress myself
- Enhanced my interest by learning different cuisines

### Swimming

- Swimming helped me to overcome the fear of water
- Helps to focus and keeps me fit