



Mitali Mondal

Professional Goals

Energetic marketing graduate passionate about Internet marketing as well as technical Digital Marketing. Skilled in project management, with strong foundations in data visualization and research. Seeking to leverage skills in data analysis and result tracking as an Digital Marketing Analyst at Google.

Get in touch!

Mobile:

+91 7003369306
+91 9681433499

Email:

mitalimandal127@gmail.com

Address:

Kolkata, West Bengal

Work Experience

SEO Team Leader

Soft Minders Private Limited | November 2020 - Present

- Managing Team of SEO Experts
- Team Building and Training
- Quality Assurance of Deliverable by Team
- Work with Website Development team to Drive SEO Activities.
- SEO Audit of Websites
- Structured Data
- Keyword Analysis
- Developing and Implementing SEO/Marketing Strategies for Company and Client's Websites
- Backlink Audit
- Making Strategies for Off Page Optimization
- Managing Team of SEO/SMM Experts
- Team Building and Training
- Quality Assurance of Deliverable by Team
- Work with Website Development team to Drive SEO Activities.
- Detailed Evaluation of Company's Websites
- Website Optimization
- YouTube Video Optimization
- Creation & Promotion of Scientific Profiles
- Making Strategies for Off Page Optimization
- Making Strategies for Social Media Marketing

SEO Executive On Tech Support

SM INFOTEL INDIA | 2016 - 2020

- On page analysis and optimization:
- Title tags,
- Meta Descriptions,
- H1 tags,
- Anchor text,
- Content & Alt-image optimization.
- Google webmaster tools,
- Google Analytics
- Bing webmaster tools

Academic History

Adharsha Sikshayatan

West Bengal Board of Secondary Education

(X+2 Level H.S) Industrial Training Centre Jalpaiguri
(X+2) Level H.S Vocational Stream Courses

JLD Collage of Engineering and Management
Certificate of ETCE

Electronics And Telecommunication Engineering

Netaji Subhas Engineering Collage
Bachelor Degree On ECE
- Electronics and Communication Engineering

Specializations

- Social Media Management
- Digital Advertising
- Digital Marketing

Languages Spoken

English- Read, Write, Spoke
Hindi- Read, Spoke
Bengali- Read, Write, Spoke