

Pratusa Banerjee

Digital Marketer

I am an enthusiastic performing Digital Marketing Assistant in coordinating the implementation of the marketing strategy and assessing the results.

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📍 Kolkata

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🌐 <https://www.linkedin.com/in/pratusa-banerjee-1734b31b8>



Work Experience

Digital Marketing Assistant

Lambourn Digital

05/2022 - 07/2023

- Increasing traffic to a website or page.
- Building a huge social media following.
- Generating a large number of leads for a service or product.
- A leading couple of projects.

Work Experience

SEO Executive

AchieveX Solutions Pvt. Ltd.

04/2021-05/2022

- Grew organic web traffic 33% and lowered bounce rate to 10%
- Improved web rankings from page 3 to Top 3 for 15 major keywords
- Prepared month-over-month reports in easy-to-read format

Education

Master of Business Administration

Adamas University

2019-2021

7.7 SGPA

Bachelor of Business Administration

Bengal College of Engineering & Technology

2016-2019

6.53 CGPA

Class XII

West Bengal Council Of Higher Secondary Education

2016

61%

Skills

SEO

Google Ads

Content Marketing

Social Media

Graphic Design

Google Analytics

Projects

<https://www.driveshaft.ie/>

- On-Page SEO Activities
- Off-Page SEO Activities
- Technical-Page SEO Activities

<https://www.bnr.ie/>

- On-Page SEO Activities
- Off-Page SEO Activities
- Technical-Page SEO Activities
- Content Optimization

<https://www.storagebox.ie/>

- On-Page SEO Activities
- Off-Page SEO Activities
- Technical-Page SEO Activities
- Content Optimization
- Google Ads

Languages

English
Full Proficiency

Hindi
Full Proficiency

Bengali
Native