

CURRICULUM VITAE

Abhishek Roy

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Objectives:

Seeking a position to utilize my skills and abilities into organization that offers professional growth while being resourceful, innovation.

Key Skills & Attributes:

- Good communication and coordination skill.
- Hard working & Smart working.
- Leadership Quality.
- Ability to work individually as well in the group.
- Strong logical and managerial skills.

Academic Qualification:

NAME OF EXAMINATION	BOARD	STANDARD	SCHOOL / UNIVERSITY	PERCENTAGE / DGPA	YEAR OF PASSING
10 th	WB Board	10 TH	St Michael's Academy	60.62%	2010
12 th	Bihar Board	10+2	R.N.A.R College	60.2%	2013
BCA	MAKAUT	BCA	George College	7.62	2018

Core Skills:

- SEO Optimization (OFF Page, On Page & Technical)
- Link Building (Core Knowledge)
- Social Media Marketing (SMM)
- Metrics & Analytics
- Tools: Semrush, Moz, Ahrefs, Google Search Console, Google Analytics, MailShake, Hunter
- MS-Office: Word, Excel, PowerPoint

Job Experience:

1) Company Name: **IRVINE INFOCOM PVT. LTD.**

Duration: 2nd April 2018 – 30th April 2019

Location: Kolkata

Job Profile: Senior SEO Executive

Duration Period: 13 Months

2) Company Name: **MEDIAZOMA
PRIVATED LIMITED**

3) Duration: 2nd May 2019 – Till Date

Location: Kolkata

Job Profile: Joined as a Senior SEO Executive

Currently working as a SEO Manager

RESPONSIBILITIES HANDLED:

- Focus on maximizing client profitability through broad ranging digital marketing strategies.
- Project managing the delivery of all client work from scope through on-time delivery.
- Extending market reach through development of integrated social media marketing campaigns.
- Continual SEO development including keyword search, site optimization and outreach campaigns.
- Ensured that all content integrated with current SEO best practice and delivered maximum usability.
- Implemented a new link building campaign to extend market reach and open up marketing channels.

KEY PROJECTS:

- Gaming Platform
- Logo Design Platform
- App
- Casino
- Coding
- Health
- Furniture

Personal Details:

- Date of Birth: 26th May 1992
- Marital Status: Single
- Nationality: Indian
- Language Known: English, Hindi & Bengali.
- Father's Name: Nawal Kishor Roy
- Mother's Name: Sabita Roy

Hobbies:

- Listening Music
- Travelling
- Playing cricket

Curricular Activities:

- Swimming
- Participation in NSS

Declaration

I, hereby, declare that the information furnished above are true to the best of my knowledge.

Place: Kolkata
Date: 17.03.2024

Signature
Abhishek Roy