

# NIRNOY DATTA

PSR PG For Gents, HSR Layout, Sector 2 • 9401170028 • nirnoy2019@gmail.com  
<https://www.linkedin.com/in/nirnoy-datta-9b0a2722a/>

---

## SUMMARY

A dynamic Digital Marketing professional with a strong foundation in Search Engine Optimization, Social Media Management, Content Creation, Keyword Research, and Email Marketing. Possessing a solid understanding of digital marketing strategies and a passion for building brand awareness through innovative online campaigns.

---

## WORK EXPERIENCE

**Digital Marketing Executive , Digilabs** **Present**

- Assisted in developing & executing SEO strategies.
- Managed social media accounts for clients and scheduled posts.
- Conducted keyword research for content creation.
- Collaborated with the content team for article submission.

**Growth Manager, Makenica** **Apr 2023 - Mar 2024**

- Assisted in developing & executing SEO strategies.
- Managed social media accounts for clients and scheduled posts.
- Conducted keyword research for content creation.
- Collaborated with the content team for article submission.

**Business Development Intern, Acmegrade** **Jan 2023 - Mar 2023**

- Managed and updated the CRM database ensuring accurate and timely follow-ups with leads and clients.
  - Collaborated with the sales team to analyze customer feedback and identify areas for service improvement.
- 

## EDUCATION

**Master of Business Administration** **2019 - 2023**  
NIIT University

**Class 12** **2018 - 2019**  
Don Bosco School

---

## ADDITIONAL INFORMATION

- **Technical Skills:** Link Building, SEO, Keyword Research, Google Analytics, Google Search Console, Social Media Marketing
- **Languages:** English, Hindi, Assamese, Bengali
- **Certifications:** Internship Certificate, Digital Marketing Certificate
- **Awards/Activities:** Hardworking Employee