

BARSHA BURMAN

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PROFESSIONAL SUMMARY

I am a detail-oriented professional with a unique blend of experience in SEO, web development, and accounting. I have hands-on experience using tools such as Google Analytics 4, Google Search Console, SEMrush, Ahrefs, Screaming Frog, and Looker Studio to enhance website performance and improve search visibility. In addition to my digital marketing skills, I possess a solid foundation in accounting, with proficiency in Excel for financial reporting. I enjoy combining creativity with analytics to deliver measurable results and support business growth across both digital and financial areas.

SKILLS

- SEO & SEM • Technical Audits • Advance Excel • Google Analytics
- Ahrefs/Semrush/Screaming Frog • Data Studio • Wordpress
- WordPress/Wix • ChatGPT/AI Tools

EXPERIENCE

Digital Marketing Executive

Digital Yuvva & Company - Lucknow (December 2023- February 2025)

I have worked as a digital marketing professional with hands-on experience in SEO, social media marketing, Google Ads, and content strategy. Over the last few years, I've worked on improving website traffic, optimizing ad performance, and growing online visibility for brands across different industries. I'm confident using tools like GA4 and Meta Ads Manager to track performance and make smarter marketing decisions, especially in AI and automation, to stay ahead in the digital space.

SEO Executive

GoWebbo & Company - Kolkata (April 2022 -Nov 2023)

I have mentioned here the things that I have handled in SEO projects in my experience

- **Keyword Research:** I have mastered identifying high-performing, relevant keywords that align with user intent and business goals. This forms the backbone of my strategies.
- **On-Page, off-page Optimization:** By fine-tuning meta tags, headers, content structure, and internal linking, I've ensured websites adhere to SEO best practices while remaining user-friendly. From building quality backlinks through strategic link-building campaigns to leveraging citations
- **Technical SEO:** My experience includes diagnosing and resolving issues such as site speed, mobile responsiveness, crawlability, and schema markup to enhance search engine visibility.
- Designed and implemented content strategies, including blog posts, PR pieces, and infographics, that engage audiences while driving SEO performance. Optimized WordPress websites, ensuring seamless user experience and alignment with SEO goals.
- Leveraged social sharing, web 2.0 platforms, and podcasts to amplify content reach and build strong online communities.
- Collaborated with PR teams to secure media coverage and backlinks, further enhancing domain authority.
- **WordPress Optimization:** Revamped the structure and SEO performance of a WordPress website, resulting in improved load times, higher rankings, and better user engagement. Content-Driven Results: Developed and optimized a series of blog posts and infographics that drove a 50% increase in social shares and backlinks.
- **Expert in using Google Analytics:** Experienced in creating comprehensive reports to guide actionable improvements and maximize ROI from SEO campaigns.

Sales and Marketing Intern

Magnik India Private Limited -Kolkata (May-July 2021)

– Sales and Marketing – Generating revenue – Reaching and targeting customers – Advertising through social media

EDUCATION

MBA in International Business & Marketing |2020-2022 |GLOBSYN BUSINESS SCHOOL-KOLKATA

Bachelor's in Accounts honors |2017-2020 |ARKA JAIN UNIVERSITY-JAMSHEDPUR

Intermediate in commerce |2017| KENDRIYA VIDYALAYA -CHAKRADHARPUR ||

SEO PROJECTS

[<https://www.blackwelldentist.com/>]

[<https://www.westside-dentistry.com/>]

CERTIFICATIONS

- Google Ads Certification (2025)
- HubSpot Content Marketing (2025)
- Microsoft Advanced Excel (2021)
- Digital Marketing – Coursera/Meta/LinkedIn Learning(2022)