SURATTAM BERA

DIGITAL MARKETER

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CAREER OBJECTION

To obtain a challenging position in Digital Marketing where I can apply my creativity, analytical skills, and knowledge of SEO, social media, and content Marketing to help grow brand awareness and drive online engagement.

TECHNICAL SKILLS

Search Engine Optimization (SEO) :

- Website Research (Responsive check, URL Structure, content optimization, Heading Tag check, canonical Tag).
- Keywords Research using Google keyword planner Tool.
- On-page optimization (Title, Description & H1 Tag creation, content optimization and interlinking, alt tag optimization, xml sitemap creation, robot.txt creation).
- Google Analytics setup, analyze, monitor and reporting.
- Google webmaster (console) setup analyze, monitor and reporting, xml sitemap integration.
- Off-page optimization (PR submission, Article submission, Blog posting, classified submission, Guest Blogging, Bookmarking etc.)

Search Engine Optimization (SEO) :

Google Ad words Account setup

- Search Network (Campaign, Ad Group and Ad creation, Negative keywords, all ads Extension, conversion setup, Roi calculate)
- Display Network (Account setup, Campaign, Ad Group and Ad creation, conversion setup, ROI calculate)

Social Media Optimization (SMO) :

- Facebook (Profile creation, Page creation, Group creation, Organic and Paid activities)
- Twitter(X)
- Pinterest
- LinkedIn
- Instagram

Email Marketing :

Tools setup

- Create Template, edit page and include their content Generate Email database and import audience tools.

Video Marketing :

- SEO (Keyword research, create title and description, Find suitable tag)
- SEM (Advertise video with the help of Google AdWords)

Graphic Design (Canva) :

- Canva Pro Expert (Social Media Post Design, Branding & Visual Identity, Logo Design, Infographics & Presentations, Ad Creatives “Facebook, Instagram, YouTube”, Thumbnail Design, Flyers, Brochures & Posters, Template Creation, Photo Editing & Background Removal, Content Layout Design)

EDUCATIONAL QUALIFICATION

- Post Graduate – Rabindra Bharati University with 65.5%
- Graduation- West Bengal State University with 49%
- WBCHSE- Bamanpukuria S.M.M High School (H.S) with 59.4%
- WBBSE- Bamanpukuria S.M.M High School (H.S) with 46.4%

WORK EXPERIENCE

DataSpace Academy

Sep 2024 – Sep 2025

Digital Marketing Trainee

Key Result Areas:

- Developing and executing comprehensive brand blueprints, via market placement and integrated multi-channel campaigns (such as search, social, email, content, and affiliate marketing, alongside above-the-line advertising) to stimulate demand
- Formulating and deploying customer loyalty initiatives and managing digital reputation across social platforms to cultivate stronger brand connections
- Initiating and refining digital advertising endeavors across major platforms like Google Ads, Bing Ads, and Facebook to amplify brand visibility and generate leads
- Constructing marketing intelligence dashboards and analytical reports utilizing web analytics platforms (e.g., Google Analytics, Looker Studio, WebTrends) to assess and enhance key performance indicators
- Collaborating closely with sales and business units to ensure marketing efforts are aligned with broader organizational objectives and performance metrics
- Leveraging data-driven insights from web analytics to continuously refine marketing strategies and optimize campaign effectiveness.

CERTIFICATIONS

- Digital Marketing with 82.5%
- Google Analytics
- Google Ads Search
- Google Ads Video
- Semrush Ai Powered
- Hubspot Seo
- Hubspot Social Media

COMPUTER SKILLS

- Office Tools: Microsoft Office Application (MS-word, MS Excel, MS PowerPoint, MS Outlook)

LANGUAGES

- English
- Bengali
- Hindi

ADDITIONAL INFORMATION

- Adaptable & Quick Learner
- Problem Solving Abilities
- Time Management Abilities
- Attention to Details
- Team collaboration

DECLARATION

I declare that the information and the facts started here above are true and correct to the best of my knoledge and belief. I am sure that I will take responsibility for my job and do my best for my superiors.

Signature

Surattam Bera