

Name :-RUPSA BANERERJEE

Permanent Address:13 Dr. A.L.Munshi Lane ,
Uttarpara,Hooghly,West Bengal- 712258

Mobile: +9123750421| Email: rupsabanerjee01@gmail.com

Career Objective

Seasoned SEO Executive offering 1 years of related experience, results-driven approach and dedication to achieve remarkable client results. Capable of leading routine operations and special projects for new and established customers. Achievements include developing, revamping and strengthening campaigns to drive revenue growth. Proven skills in increasing customer engagement and business visibility in online searches through successful SEO approaches. Experienced in developing marketing initiatives, increasing business success and boost sales. Excellent analytical, organizational and decision-making abilities.

PERSONAL SKILLS

- ❖ Ability to understand and present others' points of view.
- ❖ Skilled at analysing and interpreting information.
- ❖ Good communication skills when dealing with clients, developers, consultants, elected representatives and the public.
- ❖ Having clarity and sound judgment.
- ❖ Familiar and competent with Microsoft Office Suite programs.
- ❖ Having a natural drive with a loyal, strong, and proactive work ethic.
- ❖ Creative and innovative, with good design skills.
- ❖ Proven motivational and leadership skills.
- ❖ A team player with an enthusiastic attitude.

CIVIL ENGINEERING SKILLS

- Hard working & dedicated **B. Tech. (Civil Engineering)** from **West Bengal University of Technology**;accented with the latest trends and techniques of the field, having an inborn quantitative aptitude & determination to carve a successful career in the industry.
- Possess knowledge of Autocad , Core Java,
- Understanding of all basic aspects of Civil Engineering up to date knowledge of latest technological advancements, regulations & guidelines and statutory compliances in the industry.
- Successfully completed projects titled water treatment plant & hospital project as a part of academiccurriculum.
- Outstanding communication skills, verbal as well as written coupled with exceptional presentation skills with the ability to perform above expectations.

EDUCATIONAL CREDENTIALS

STUDYING B. Tech (Civil Engineering)

From Techno India College of Technology Under Maulana Abul Kalam Azad University of Technology CGPA 8.30

Diploma (Civil Engineering),2014

From West Bengal Survey Institute Under West Bengal State Council of Technical Education,FIRST CLASS WITH DISTINCTION

12th, 2011

From Belur High School Under W.B.C.H.S.E, 73.2%

10th, 2009

From Debiswari Vidyaniketan ,Makhla Under W.B.B.S.E, 77.6%

Industrial Training Undertaken

Client

Duration Project on

KOLKATA MUNICIPAL CORPORATION

ONE MONTH

SEWAGE TREATMENT PLANT

Professional Details:

SEO EXECUTIVE

Irvine Infocom Private Limited

Professional Skills:

- On page SEO
- Keyword Research
- Good knowledge of Influencer Outreach, Link Building
- Business Listing, Email Marketing and Promotion, Google
- Analytics, Webmaster Tools Check & Implementations.
- Content Marketing, SEM, Google Adwords, Website Audit.
- Seo tools which must have used : Moz Tools, Semrush Social
- Media Platforms: Facebook, Twitter, Instagram, Pinterest,
- Linkedin, Paid Campaigns on Social Media.
- Helped clients develop website portals and social media
- pages to promote businesses.
- Developed team communications and information for

meetings. Built, implemented and updated effective SEO strategies.

- Produced and submitted weekly reports outlining progress against KPI objectives. Performed in-depth competitor reviews to check competitor activities with ad placement, keyword use, placement bids and landing pages.

- Saved Amount by researching and implementing cost-saving initiatives and creating fresh new approaches to longstanding problems.

Personal Details:-

Father's Name ARYA BANERJEE

Date of Birth 18th Aug'93

Interest Travel, Food Blog, Technology, Hiking

Nationality Indian

Religion HINDU

Languages Bengali, English, Hindi

Date :-

Place :-

Kolkata

Signature