

Sujoy Guha

Permanent Address: 42/2 F B C Roy Path , Shyamnagar,Pin-743127 ,West Bengal

Contact Number: + 91 95601 46696 /8800 891 871

Email Address : sujayguha7@gmail.com

Objective: Hard-working, self-motivated seeks a full-time position with reputable online Marketing /Digital marketing industry.**Expert knowledge in Keywords Research .**

Skills : Social media promotions ,SEO analysis ,Keyword Research , Tools ,SEO Onsite/Offsite optimization ,Technical SEO Optimization ,Working on Google Maps/Google analysis and Google console ,Backlinking ,Link Analysis and Toxic Removal ,PBN

Monitor, track, and Website report including website analysis. Provide support for search engine optimization recommendations. Assist in Keyword discovery and expansion .Top keywords ranking by category .Research and analyze competitors .Back link strategy and implementation .SEO technical analysis and evaluation .Website remediation .META optimization .Social Media Marketing .Create Client documentation .Create topics for blogs and Articles .Give UI Recommendations

Tools : Raven Tools ,SEMRush ,Ahrefs , Seositecheckup ,Facebook Business Account ,WooRank ,Google Search Console ,Google Trends ,Google Analytics ,Uber Suggest ,Google Lighthouse

Employers name - Onkar Infotech (Southall Travels /Away Holidays/ST Fly/Travel Trolley) (1st February 2017 – 1st July 2020)

Designation: Sr . Analyst (SEO)

Responsibilities: Working on Website Structured,Web site Audit , Layout, Meta Tags, canonical Tag, Schema, ALT Tags. Analyzing, reviewing and implementing websites, optimized to be picked up by search engine.Helps to analyze/execute new and potential product/services, markets, and advertising opportunities .Collects and analyzes data on established and prospective customers, competitors, and marketing channels/sources .Helps to prepares reports that interpret consumer behaviour, market opportunities/conditions, marketing results, trends, and investment levels .Investigates & provides inputs for marketing methods, consumer insights, advertising channels, and their results in an effort to continually improve results .Prepares & assists in the development of presentation materials/findings both internally and externally for the marketing focus/channel he or she supports .Provides insights which facilitate the development of plans for partner promotion .Executes against partner marketing plans to deliver results that exceed defined objectives.

Maintain daily website update , social media update ,Website Audit

Employers name - Sutherland Global Services

Designation: SEO Analyst (January 2014- December 2016)

Responsibilities: On-Page Optimizations and Off-Page Optimizations .Website Monitoring, .Keyword Research using Keywords Tool .Directory Submission .Article Submission Copy rewriting. Coordinate with the team member

Employers name - Skylerk Travels**Designation: Senior Marketing Analyst** (Feb 2010- Nov 2014)

Responsibilities: Product development .Analyze market and prepared services and products to attract more tourists to assigned area. Developed tourism strategies and enabled promotion of tourism (Destinations).Coordinated with various departments and developed effective tourism products. Attended various conferences and promoted tourism related activities (Worldwide).

Implementing and managing effective email marketing campaigns. Upholding brand standards. Ensuring that the company's website comes up high in search results. Working closely with the sales, marketing and, merchandising teams to achieve results. Implementing tasks through team to drive execution.

Creating promotional plans to increase revenue .Generating revenue reports .Product development .Analyze market and prepared pricing to attract more tourists to assigned area. Developed tourism strategies and enabled promotion of tourism (Destinations).

Working as a SEO Consultant (Contractual Project) with AZTECA INTERNATIONAL SAS, Blueberry Travels from July 2020 to October 2020

Academic Qualifications:

Post Graduate Diploma in Computer Application (PGDCA) from ATTITUDE B School)

Graduate Diploma in Business Management

Diploma in Software Engineering ,WBSCTE

Senior Secondary School from RKVM ,Barrackpore

Personal Details

NAME OF FATHER: Late Sunil Kr. Guha

NAME OF MOTHER: Mira Guha

NATIVE PLACE: Kolkata (WB)

LANGUAGES KNOWN: Hindi, English ,Bengali

**** REFERENCES Available on request.**

