

# ABHIJIT PRAMANIK

## DIGITAL MARKETING SPECIALIST

Kolkata, West Bengal | [growabhiii@gmail.com](mailto:growabhiii@gmail.com) | [+91 8777849865](tel:+918777849865) | [Trello Work Proof](#)

### PROFILE

Digital marketing specialist with 3+ years of experience across 20+ companies, delivering SEO, content, and social media strategies. optimized content for a Dubai-based project using keyword research and content optimization, driving measurable organic growth. Brings a creative data-driven approach to Whitecollars, combining a motivated digital mindset with proven SEO strategies to join a growing team.

### AREAS OF EXPERTISE

- Google Analytics • Meta Business Suite • SEMrush • WordPress • Content Writing • Content Strategy
- Video Editing • Motion Graphics • Canva • SEO • Semantic SEO • Social Media Strategy • Digital Marketing
- No-Code App Building • Keyword Research

### ACCOMPLISHMENTS

- Increased followers from 5k to 25k for Rabin's Photography through social media campaigns, content calendars, and analytics review.
- Increased organic search traffic by 25% through SEO content strategy, keyword research, on-page optimization, and metadata improvements.
- Created 33 SEO-optimized articles in 30 days for Ymedia using keyword research, SEO density checks, and WordPress publishing workflows.
- Completed Google Project Powwow AI research and customer verification using outbound calls, scripts, and data validation.

### PROFESSIONAL EXPERIENCE

#### **Pursuelt Dubai**

**Apr 2021 - Aug 2022**

SEO Content Strategist and Social Media Manager

Dubai / Remote

- Crafted SEO blog content using SEMrush research, LSI keywords, PAA analysis, SERP review, and on-page optimization.
- Managed WordPress publishing, featured images, meta tags, descriptions, Instagram captions, and Meta Business Suite support.

#### **ReachHub**

**2022 - 2023**

Digital Marketing Strategist

Remote

- Built digital marketing assets with WordPress integration, Ubersuggest keyword research, brand tonality, and social planning.
- Managed Instagram and Facebook presence through Meta Business Suite with banners, blog strategy, and engagement planning.

#### **Balihans Bengaluru**

**Nov 2019 - Oct 2020**

Associate Marketing Analyst and Visual Media Editor

Bengaluru / Remote

- Supported marketing analysis, client communication, hiring coordination, SEO writing, Canva design, and digital campaign planning.
- Managed lead generation, LinkedIn scheduling, WordPress content updates, email marketing, and service-based client content.

### EDUCATION

#### **BBA - Pursuing (Distance)**

**Expected 2027**

Expected graduation: 2027. Highest completed qualification: 12th pass.

### TECHNICAL PROFICIENCIES

**SEO and content:** SEO, Semantic SEO, Keyword Research, Content Writing, Content Strategy

**Platforms and analytics:** Google Analytics, SEMrush, WordPress, Meta Business Suite, Microsoft Excel

**Creative and workflow:** Canva, Video Editing, Motion Graphics, Social Media Management, Social Media Strategy, Digital Marketing

### CERTIFICATIONS / ADDITIONAL INFORMATION

Meta Social Media Marketing Professional Certificate; Google Digital Marketing & E-commerce Professional Certificate; Social Media Management - Coursera; NeuronWriter Certified on Advanced Semantic SEO

Portfolio source: [Trello Work Proof Portfolio](#) with verified SEO, content, social media, WordPress, customer verification, and visual media projects.