

Name: Rituparna Daskanungo

**E-mail: rituparna.ritu11@gmail.com, r.daskanungo2@gmail.com,
ritu.soumiskan@gmail.com.**

Contact No.: 9804133396, 8250141633

Objective

To pursue a professional career in the corporate sector, looking for a challenging, growth oriented, professionally rewarding assignment in the emerging administrative platform.

Skills

- Digital Marketing Strategy
- Social Media Marketing
- Customer Engagement
- Keyword Research
- Lead Generation
- Emerging Technologies
- Brand Building
- Webmaster
- Web Analytics
- Budgeting & Planning
- Content Creation
- Website Backend Management
- Video Production
- Audio Video Editing
- Process Reengineering

Professional Work field

• Keyword Analysis:

Researching the best keywords using tools like word tracker, Google keywords tool etc. with less competition and high search volume for high ranking website.

• On-Page Optimisation:

Broken link check, website Analysis, Competitor Analysis, Keywords Selection, Meta Tagging, Content Optimisation, alt tag images, Google Webmaster Tool and

Google Analytical Tool Code Installation, Page Headings, XML Sitemap Creation and Installation, Robots File Creation.

• **Off-Page Optimisation:**

- Search engine submission (Google, MSN etc.)
- Local Search Engine Submission (Google Local, Yahoo Local, MSN Local etc.)
- Directory submission
- Article Submission
- Press Releases
- Blog Submission
- Forum Submission
- Link Exchange
- Google Webmaster Tool
- Google Analytical Tool
- Feed Submission
- Competitor Watch

• **Google Ad words:**

- PPC (Pay per Click).
- Ad Creation.
- Bid Management etc.

- **Social Media Marketing:**
- a. Create, update and design page on Facebook, Twitter profile for great user experience, Facebook campaign, LinkedIn Campaign.
 - b. Slide Creation and share, creating videos on slide.
 - c. You Tube channel creation and video creation and updating.
 - d. Work on various social networks like LinkedIn, YouTube, flicker, etc.
 - e. Viral marketing on Facebook, Twitter, flicker and other social networks.

• **Internet Marketing:**

Email Marketing (Mail chimp).

Affiliate Marketing.

Google Campaign, Facebook Campaign, LinkedIn Campaign.

- **Web Analytics: Generation and Analysis of traffic report using Google Analytics Tool to understand the effectiveness of the keywords being used and to measure the usefulness of the off-page optimisation strategies.**

- **Content Creation** -Select proper keywords, follow the Google Algorithm Rules (Penguin, Panda, and Humming Bird)
- **E-Commerce** -Managed e-Commerce promotional campaigns, Established site promotional plans.

Company: Digital Crawls LLP

Role – Content Creator, E-Commerce & Social Media Planner - Creating Content on Trendy Topics (February 2018 till date)

Key Responsibilities:

- Handling & Monitoring Social Sites of Company.
 - Write Posts upload them on the social sites, create new posts and arrange them to collect more Organic Likes and Followers.
 - Developed Content according to the requirements.
 - **Making Content on Trendy Topics according to the requirements.**
 - Design Modules according to the client's requirements.
 - Arranging and scheduling the full Social Media & Ad Content Schedules on the Basis of the Customer's Demand.
 - Handling different E-Commerce Sites: E-Bay(India & UK), Myntra, Flipkart and Amazon.
 - Update inventory and keep the details in MS Excel.
 - Find out proper Keywords for different E-commerce sites.
 - Analysis the all Social Media Channels and Research on the Posts and Ads to collect more Organic Visitors and Customers for the Company.
 - Communicate directly with the Customers regarding product usages and help them to get products.
 - Conducted extensive research on the Internet to help with providing factual statistics into the articles/blogs.
 - Write up to 30 pieces of content weekly using SEO keywords drawn from Google Analytics and post through Word-press.
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- Promoted to upper-level writer after 3 months; currently in training for lead editor role
 - Provided recommendations for new company website, wrote new content, and edited existing content.

- Edited newsletters and various online promotional pieces.
- Focus fundamental skills needed to become socially competent
- Handling the Chat of the main Website regarding products and their queries.
- Answering the mail properly according to the needs of the Customers.
- Maintain & Increase the Brand Image of The Company to the People (Old as well as New Customers).
- Increase the Sale of Products via Social Media & Chat Media.
- Finding relevant keywords for Content which helps to get rank.
- Follow the Alexa Ranking.
- Research on Keywords and promote them through content.

Company: Sumona Couture

Role: Content Planner Head Social Media Analyst & Online Clothing & Jewelry Merchandiser. (January 2017 to February 2018)

Key Responsibilities:

- Handling & Monitoring Social Sites of Company.
- Write Posts upload them on the social sites, create new posts and arrange them to collect more Organic Likes and Followers.
- Arranging and scheduling the full Social Media & Ad Contain Schedules on the Basis of the Customers Demand.
- Analysis the all Social Media Channels and Research on the Posts and Ads to collect more Organic Visitors and Customers for the Company.
- Communicate directly with the Customers regarding product usages and help them to get products. Communicate with the customers of All Over India & Bangladesh.
- Maintain the full online details of the organic visitors and use them according to requirement.
- Making Pages according to their business needs and for e-commerce Product Selling purpose.
- Handling the Chat of the main Website regarding products and their queries.
- Answering the mail properly according to the needs of the Customers.
- Maintain & Increase the Brand Image of The Company to the People (Old as well as New Customers).
- Increase the Sale of Products via Social Media & Chat Media.
- Finding relevant keywords for Content which helps to get rank.
- Write content regarding Fashion Garments and jewelry.
- Create and maintain Line sheets for Clothing.
- Conduct Exhibitions all around India.

- Monitoring online clothing sites – Pernia, Couture Yard, Carma, Flyrobe and Vedic Vell for Clothing and Jewelry.
- Handling and Arranging the Ad Contain and fixed them on the Website According the Requirement.
- Collecting Organic Mail id of customers and visitors for Zen desk Chat (The main Chat Dashboard of the Website) and Gmail for further use (also their name and sometimes the contact numbers also).
- Follow the tawk.to, Google and, YouTube Analytics Daily.
- Analysis of Payment Gateway (Pay U Money) and monitoring the weekly Sell.
- Edit Pictures and Videos as per needed.
- Follow the Alexa Ranking.

Company: Soumi's CAN Product (June 2015 to December 2016)

Role: Head Social Media Analyst & Head Online Public Relationship Executive

Key Responsibilities:

- Handling & Monitoring Social Sites of this Company, like - Facebook Account, Facebook Page, Facebook Fan Page (Group), Twitter, Google Plus, Timber, Pinterest, Instagram, YouTube, Gmail.
- Write Posts upload them on the social sites, create new posts and arrange them to collect more Organic Likes and Followers.
- Arranging and scheduling the full Social Media & Ad Contain Schedules on the Basis of the Customers Demand.
- Analysis the all Social Media Channels and Research on the Posts and Ads to collect more Organic Visitors and Customers for the Company.
- Communicate directly with the Customers regarding product usages and help them to get products. Communicate with the customers of All Over India & Bangladesh.
- Maintain the full online details of the organic visitors and use them according to requirement.
- Making Pages according to their business needs and for e-commerce Product Selling purpose.
- Handling the Chat of the main Website regarding products and their queries.
- Answering the mail properly according to the needs of the Customers.
- Maintain & Increase the Brand Image of The Company to the People (Old as well as New Customers).
- Increase the Sale of Products via Social Media & Chat Media.
- Finding relevant keywords for Content which helps in ranking.

- Write content regarding products and beauty tips (as per advice).
- Handling and Arranging the Ad Contain and fixed them on the Website According the Requirement.
- Collecting Organic Mail id of customers and visitors for Zen desk Chat (The main Chat Dashboard of the Website) and Gmail for further use (also their name and sometimes the contact numbers also).
- Follow the Zopim, Google and, YouTube Analytics Daily.
- Analysis of Payment Gateway (Pay U Money) and monitoring the weekly Sell.
- Edit Pictures and Videos as per needed.
- Follow the Alexa Ranking.

Handling & Maintaining Social & Chat Sites of the Company

1. <https://www.facebook.com/soumis.can>
2. <https://www.facebook.com/Soumisherbalproductsptltd/>
3. <https://www.facebook.com/groups/368338983289723/>
4. <https://twitter.com/CanSoumis>
5. <https://plus.google.com/u/0/collection/ELoJNB>
6. <https://www.youtube.com/channel/UCjLURsI8h-5pwxFAUqVal-Q>
7. thesoumisanproduct@gmail.com
8. <https://www.tumblr.com/blog/soumisan>
9. <https://in.pinterest.com/soumisc/>
10. <https://dashboard.zopim.com/?lang=en-us#home>
11. <http://www.thesoumisanproduct.com/>
12. <http://www.alexa.com/siteinfo/thesoumisanproduct.com#traficstats>
13. <https://www.instagram.com/soumisan/>

- Company Name: **IIIM Limited (May2014 to May 2015)**

Role: Trainer & Content Developer

Key Responsibilities-

- Managing and handling project.
- Team Building and Training.
- Quality Assurance of Deliverable by Team
- Generate Organic Search.
- Generate and taking strategies to generate traffic on Social Media Marketing.
- Work with Website Development Team to Drive SEO Activities.
- Keyword Analysis.
- Logging and Monitoring Project progress.

- Review of Traffic Reports Using Google Analytics.
- Company name: **Sscs Infotech** (From June 2014 to May 2015)

Other Technical Skills-

- *Creating Cartoon Characters*- Creating Different Cartoon Characters and series of characters as per demand.
- *Vulnerability Assessment*- Detecting vulnerability with Nessus, Nmap- scripting engine.
- *Network penetration testing*- Perimeter testing with Metasploit, Armitage, and Wireshark.
- *Web Application testing*- Testing web application with Burp-suite, Sqlninja,

Sqlmap, and Darkmysql.

- *Expertise in linux* – Kali Linux, Backtrack, Samurai web testing framework.
- OS- comfortable to work on windows vista, Windows 7, Windows 10.
- *MS-Office (2013)*- Good Knowledge over MS-Word, MS-Excel, MS-PowerPoint, MS-Access.

Summary of Qualifications and Certification-

- **MCA** (Master of Computer Application) from **IGNOU**, Kolkata (2011-2014).
- **BCA** (Bachelor of Computer Application) from **IGNOU**, Kolkata (2008-2011).
- **CNSP** (Computer Network Security Professional) from **AllIndia IT Association** (AIITA), Kolkata.

Personal Details-

Name- Rituparna Daskanungo.
 Father's Name- Pannalal Daskanungo.
 Languages- Bengali, Hindi, English.
 Gender- Female.
 Marital Status- Single.
 Current Location- Kolkata (W.B)
 Hometown- Bankura (W.B)

Place- Kolkata (Rituparna Daskanungo)