



Sreenesh Datta

MBA (DIGITAL MARKETER)

Digital Marketing professional from Bengal Institute of Business Studies, skilled in SEO and Social Media Strategy, passionate about driving brand growth.



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28. May 2003



sreenesh.in



linkedin.com/in/sreenesh-datta-seo-and-smm-strategist

SKILLS & TOOLS

SEO SMM

Content Writing

Wordpress & Shopify

Canva Semrush

Google Ads

Leadership

Problem Solving

Management

LANGUAGE

English

Full Professional Proficiency

Bengali

Native or Bilingual Proficiency

Hindi

Full Professional Proficiency

INTERESTS

Designing

Reading

Gaming

Learning AI

EDUCATION

MBA+PGPDM - Vidyasagar University

Bengal Institute of Business Studies

08/2024 - 08/2026

80%

B.Com (Accountancy Hons) - Calcutta University

The Bhawanipur Education Society College

2021 - 2024

72%

INTERNSHIP EXPERIENCES

Digital Marketing Head

Niti

07/2025 - Present

Kolkata

- In-charge of their **Social Media** presence for growing their niche based audience
- In-charge of **SEO** and **ASO** for their app.

Digital Marketing Intern

Dey Light Media

01/2025 - Present

Kolkata

- Working as a **Digital Marketing Intern** at DEY LIGHT MEDIA - an AI marketing agency-overseeing **Content, Search Engine Optimization, Web Development** And More.
- Collaborating with clients on digital strategies and implementing data-driven solutions for sustainable **business growth** and **ROI optimization**.

Digital Marketing Intern

RT Network Solutions PVT LTD

12/2024 - 02/2025

Kolkata

- Worked as a digital marketing intern, specializing in social media management, designed and developed **3 content calenders** focusing on content strategy and audience engagement.
- Experienced in SEO, emphasizing on keyword research, On-page optimization, and Off-page seo, successfully ranking keywords from the **10th page** to the **2nd and 3rd pages of the SERP**.

CERTIFICATES

Hubspot Academy (Inbound Marketing, Content Marketing, Social Media Marketing)

Semrush Academy (Fundamentals of SEO, SEO Toolkits)

Meta (Blueprint Advertisement)

Brevo (Email Marketing)

KEY PROJECTS

Caldo Roso

- Designed **20+ approved** creative and trend-focused graphic designs for an apparel startup, aligning with the brand identity and market trends.

Media Club [Bengal Institute of Business Studies]

- Served as Social Media Head for the Media Club, overseeing strategy, content creation, and engagement and gaining **450+ followers in 5 months**.