



SREENESH DATTA

Digital Marketer [MBA]

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EDUCATION

MBA+PGPDM

VIDYASAGAR UNIVERSITY
Bengal Institute of Business Studies
2024 - 2026

B.Com (Hons)

CALCUTTA UNIVERSITY
The Bhawanipur Education Society College
2021 - 2024

Commerce

WBCHSE
ST. LAWRENCE HIGH SCHOOL
2009 - 2021

SKILLS

Search Engine Optimization

- Google Search Console & Analytics
- Semrush

Advertising & Campaigns

- Social Media Marketing
- Performance Marketing
- Meta Ads

AI & AUTOMATION

- AI Strategist
- Go High Level software

LEADERSHIP SKILLS

- Problem Solving
- Management

LANGUAGE

- English [Professional Fluency]
- Bengali [Native Fluency]
- Hindi [Bilingual Fluency]

INTERESTS

- M.M.A.
- Reading
- AI
- Gaming
- Designing

PROFILE

Digital Marketing professional skilled in SEO, Social Media, and Performance Marketing, with experience delivering measurable growth for clients and organizations.

WORK EXPERIENCE

Flying Pigs Digital

01/2025 - 09/2025

Digital Marketing Analyst Intern

- Optimized website content and SEO strategies, improving keyword rankings and organic visibility.
- Collaborated with clients to craft digital strategies aligned with growth and ROI objectives.
- Leveraged AI and automation tools to enhance campaign performance, resulting in increased engagement and reach.

RT Network Solutions PVT LTD

11/2024 - 01/2025

Digital Marketer Intern

- Conducted keyword research and implemented on-page/off-page optimization, strengthening search engine rankings.
- Managed social media channels, creating 3 structured content calendars to improve engagement and brand consistency.

OTHER EXPERIENCES

Media Club [Bengal Institute of Business Studies] Social Media Head

08/2024 - 08/2025

- Grew the community from 0 to 450+ followers within 5 months by leading content creation and strategy.

Freelance Digital Marketing & Web Development

08/2025 - 02/2026

- Managed and optimized Meta ad campaigns for multiple clients, driving measurable improvements in sales and brand visibility.
- Designed and developed responsive, user-friendly websites tailored to client requirements, focusing on performance and usability.
- Applied SEO and digital strategy best practices to enhance client growth across different niches.
- Created Social Media Creatives with Canva for organic social growth.

CERTIFICATIONS

- Hubspot Academy (Inbound Marketing, Content Marketing, Social Media Marketing)
- Semrush Academy (Fundamentals of SEO, SEO Toolkits)
- Meta (Blueprint Advertisement)