

SUBHADEEP TALAPATRA

Marketing Executive

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PROFESSIONAL SUMMARY

Results-driven Marketing Executive with expertise in SEO, digital marketing, and strategic sales initiatives. Adept at market analysis, lead generation, and client relationship management. Skilled in Google Analytics, Ahrefs, SEMrush, and social media marketing, with a passion for driving online engagement and brand visibility. Seeking to leverage digital marketing skills to contribute to a forward-thinking organization.

CORE SKILLS

- ✓ SEO Optimization (On-Page & Off-Page)
- ✓ Keyword Research & Competitor Analysis
- ✓ Google Analytics & Search Console
- ✓ Social Media Marketing & Management
- ✓ Content Creation & Marketing
- ✓ CRM & Lead Generation
- ✓ Business Development & Sales Strategies
- ✓ Market Research & Data Analysis
- ✓ Digital Advertising (Google Ads, Facebook Ads)
- ✓ Branding & Email Marketing

PROFESSIONAL EXPERIENCE

Pinacle Web India – Digital Marketing Intern

January 2023 – May 2023

- Developed and implemented SEO strategies to improve website ranking on search engines.
- Created and optimized meta titles, meta descriptions, alt text, and anchor text for enhanced on-page SEO.
- Managed backlinking strategies, improving domain authority through off-page SEO.
- Conducted competitor analysis using Ahrefs, SEMrush, and Screaming Frog to track performance.
- Monitored Google Analytics traffic sources, optimizing for mobile, desktop, and tablet users.
- Researched high-value keywords, improving ranking positions and driving organic traffic.

Squad Infotech Pvt. Ltd., India – Sales and Marketing Consultant

February 2020 – May 2020

- Promoted an educational app to institutions, increasing user adoption rates.
- Sold digital marketing services, websites, and logo design solutions to corporate clients.
- Conducted client presentations and developed marketing strategies to boost sales.

Everex Infotech Pvt. Ltd., India – Consultant Marketing Executive

February 2019 – June 2019

- Sold export and GST software solutions to businesses, leading to a 30% increase in sales.
- Conducted lead generation using industrial directories and cold outreach.
- Provided software demonstrations and negotiated client contracts to close deals.

Ultrafresh Modular Solutions Ltd., India – Business Development Intern

June 2018 – February 2019

- Marketed modular kitchen solutions to residential communities and real estate agents.
- Built strong business partnerships, resulting in increased sales conversions.
- Promoted to Franchise Manager, managing sales operations and expanding brand presence.

EDUCATION

MSc Marketing Management (Expected 2025)

De Montfort University, Dubai

MBA in Marketing (2016 – 2018)

DY Patil University School of Management, India

Bachelor in Management Studies (2012 – 2015)

Mumbai University, India

CERTIFICATIONS

Digital Marketing Certification – Squad Infotech Pvt. Ltd. (2022)

TECHNICAL SKILLS

- SEO Tools: Ahrefs, SEMrush, Screaming Frog
- Google Suite: Google Analytics, Google Ads, Google Search Console
- CRM: HubSpot, Salesforce
- Content Creation: Canva, WordPress
- Social Media: Facebook, Instagram, LinkedIn, Twitter Marketing
- Microsoft Office: Excel, PowerPoint, Word

LANGUAGES

- **English** – Fluent
- **Hindi** – Fluent
- **Bengali** – Fluent