



# JYOTISH RAY

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## Profile

I am a well-rounded marketer with experience in Digital marketing & SEO. I have wide variety of skills including web development digital marketing. I am specialised in increasing the amount of traffic to websites



## Work experience

08/2019 – 04/2020 WARSAW, POLAND

### SEO SPECIALIST

#### Medisky International Sp. z o.o.

- Planning and execution of SEO, SEM, social media, display advertising, and email marketing campaign strategies
- Management of marketing budget and invoicing across 8 locations with a €24000+ budget
- SEO Analyst for multiple major website redesigns, maintaining Landing page, increasing new users by 21% and reducing bounce rate by 13%

05/2018 – 05/2019 WARSAW, POLAND

### WORDPRESS/DIGITAL MARKETER

#### PIC Sp. z o.o.

- Maintain digital dashboard & Planning and execution Conduct Develops strong and innovative digital marketing strategies, using SEO, PPC, and other techniques to drive traffic to company pages and CRM applications, Work with a variety of SEO tools to generate leads.

08/2013 – 12/2017 NEW DELHI, INDIA

### Web Analyst

#### RAYWEBSOLUTIONS

- Providing consulting, support, hosting, Theme and plugin installation, Digital marketing and SEO services.



## Education

09/2017 – 06/2019 WARSAW, POLAND

### Master of Science in IT Project Management

#### Warsaw School of Computer Science



## Skills

### – DIGITAL MARKETING

Web Design

CM Systems

SEO

SEM

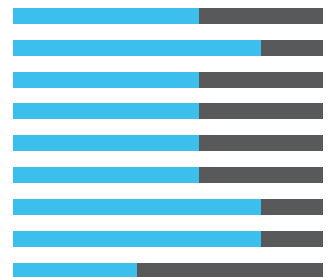
Display Ads

Web Analytics

Email Marketing

Video

Graphic Design



## Achievements

European Commission scholarship 2016



## Certificates

Google Ads Certifications

Advanced Google Analytics

SEMrush Technical SEO EXAM

Cisco Certified Network Associate