



Sweta Bose

SEO Content Marketing Executive

Creative and experienced SEO Content Marketing Executive, proficient in writing, proofreading, editing, content marketing and management, social media strategies, web writing, and video script writing.

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WORK EXPERIENCE

Content Marketing Executive Digilabs LLP

01/2022 - Present

Bengaluru, India

A Digital Marketing Agency that assists businesses in building competent brands to achieve growth and success.

Achievements/Tasks

- Creating and researching SEO-friendly content for articles, blogs, and service pages on the parent company's website
- Optimizing web pages and other existing pages as per business requirements which increased the visitors
- Proficiency in marketing copywriting and performed well with work requirements and deadlines
- Collaborated with the technical team members, such as the designers and developers, to increase the website's overall visibility
- I had the opportunity to hone my teamwork abilities while also developing my leadership and other skills

EDUCATION

M.A. in English

Basanti Devi College (Affiliated to the University of Calcutta)

07/2017 - 06/2019

Kolkata, India

Training & Certification: Post Graduate Program in Full Stack Software Engineering - Java Specialization

NIIT - Hazra

Kolkata, India

SKILLS

Writing & Editing, SEO Research, On-Page SEO, Proofreading, Content Management

On-Page & Off-Page Optimization, Copywriting, Content Marketing, Ad Campaigns, Video Script Writing

HTML/CSS, MS Office, Keyword Research (Google Adwords), Ubersuggest, E-Mail Marketing

Canva, WordPress, Google Analytics, Social Media Optimization, SendGrid

Team Player, Leadership, Communication, Punctuality, Strategy

LANGUAGES

English

Full Professional Proficiency

Bengali

Native or Bilingual Proficiency

Hindi

Professional Working Proficiency