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Prashna Pati Maitra

Education

Bachelor's Degree in Multidisciplinary

Acharya Jagadish Chandra Bose College, Calcutta University, Kolkata

August 2023 - Present

Experience

Digital Marketer

Trek and Tour World Travel Agency, Kolkata

August 2023 - Present

- Developed and implemented comprehensive SEO strategies, resulting in a 20 per cent growth in website traffic.
- Managed social media accounts, increasing engagement by 15 per cent within three months.
- Designed visually appealing content using Canva for various marketing campaigns.
- Integrated ChatGPT for enhanced customer interactions, leading to improved user satisfaction.
- Executed successful email marketing campaigns, resulting in a 25 per cent open rate.
- Conducted market analysis to identify new trends and opportunities in the travel industry.
- Collaborated with cross-functional teams to ensure alignment of marketing efforts with business goals.

Internship

Digital Marketing Intern

Kolkata Digital Marketing Institute, Kolkata

July 2023 - Present

- Assisted in developing and implementing digital marketing strategies.
- Conducted market research and analyzed data to optimize online presence.
- Gained hands-on experience with various digital marketing tools and platforms.
- Created and presented reports on key performance indicators and insights.

Skills

- Search Engine Optimization (SEO)
- Social Media Marketing (SMM)
- Canva Design
- ChatGPT Integration
- Email Marketing
- Market Analysis
- Team Collaboration

Projects

Travel Exploration Campaign

Developed and executed a digital marketing campaign promoting unique travel experiences, resulting in a 30

Certifications

Google Analytics Certification

Achieved Google Analytics certification demonstrating proficiency in web analytics.