

SHUBHADEEP NASKAR

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Personal Statement

A strategic and analytical professional with a strong foundation in Information Technology (B.Tech) and Electronica & Instrumentation Engineering (Diploma), now complemented by an MBA in Marketing & IT. Proven ability to leverage deep technical skills in a business context, demonstrated during an SEO internship by enhancing website visibility and organic search performance through data-driven strategies. Seeking to apply my expertise in Python, SQL, and software development principles to solve complex challenges at the intersection of technology and business strategy. Open to relocation within Europe.

Education

MBA (Marketing - Major, IT – Minor)

TAPMI School of Business, Manipal University Jaipur

2022 – 2024 | CGPA: 7.57/10

B.Tech (Bachelor's in Technology) in Information Technology

Meghnad Saha Institute of Technology, MAKAUT (WB)

2019 – 2022 | CGPA: 9.21/10

Diploma in Electronics and Instrumentation Engineering

North Calcutta Polytechnic

2014 – 2018 | CGPA: 7.2/10

Professional Experience

Internship:

SEO Intern – Ezyschooling (May 2023 – Aug 2023)

- Conducted technical SEO audits and implemented on-page and off-page optimization.
- Used Google Analytics & Search Console to analyze traffic, bounce rates, and performance

metrics.

- Improved visibility through keyword strategies, link building, and content SEO practices.
- Partnered with content teams to integrate advanced SEO best practices.
- Conducted ongoing competitive analysis across ezy schooling key rivals, proactively adjusting SEO strategies to align with significant algorithm updates and emerging industry trends, thereby maintaining competitive organic search positioning.

Certifications & Training

- Capstone: Retrieving, Processing, and Visualizing Data with Python – Coursera
- Java Programming: Arrays, Lists, and Structured Data – Duke University – Coursera
- Object-Oriented Programming in Java – Coursera
- Python Data Structures – University of Michigan – Coursera

Technical Skills

- Languages & Tools: C, C++, Java, Python, SQL, Git/GitHub, HTML5, CSS3
- Databases: MySQL, PostgreSQL
- Digital Tools: Google Analytics, Search Console
- SEO Expertise: Technical SEO, On-page/Off-page Optimization, Keyword Research, Competitor Analysis
- Soft Skills: Communication, Problem Solving, Team Collaboration, Leadership, strong grasp of algorithms, data structures, and object-oriented design patterns

Projects on GitHub

1. Basic Chatbot:

A basic chatbot model using AI/ML for human-like conversation simulation

- Developed a simple AI-based chatbot using Python, AIML, and Flask for testing and learning purposes.
- Implemented a conversational interface capable of addressing over 50 specific user queries, demonstrating core NLP principles. Architected the project with logically organized folders for templates, scripts, static assets, and configuration files, ensuring scalability and maintainability.

- Structured the project with organized folders for templates, scripts, static assets, and config files.
- Demonstrated understanding of chatbot architecture including language parsing and response generation.
- Explained setup with README covering chatbot history, use-cases, and deployment instructions.

Key Skills: Python, AIML, Flask, NLP Basics, Project Structuring, Virtual Environments

2. Auto login:

Automation script for login procedures in browsers

- Built an automation script using Selenium and Python to perform auto-login tasks on websites.
- Included driver support for Chrome and Opera along with a main execution script.
- Demonstrated interaction with web elements, page navigation, and secure login automation.
- Showcased browser automation using ``run.py``, ``autologin.py``, and driver executables.

Key Skills: Python, Selenium, Web Automation, Browser Driver Configuration, Script Automation

Explore my technical and academic projects on GitHub:

GitHub Repo: Shubhadeep1996

Leadership & Volunteer Roles

- Placement Coordinator, TAPMI School of Business – Liaised between students and placement office.
- Marketing Club (Founding Member & Tech Lead) (MUJ)– Designed promotional materials; supported club growth.
- College Fest Committee (MSIT) – Led finance and sponsorship responsibilities.

Languages

- Bengali (native)
- English (professional, B2)

- Hindi (conversational)
- Czech (Beginner, A1)