

SHUBHADEEP NASKAR

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Driven by a fervent passion for the dynamic realms of IT consultancy, SEO management, Marketing or Operations management, and Software Engineering/Programming, I am equally enthusiastic about exploring the fascinating world of AI research and development. My journey is fueled by the excitement of delving into diverse domains, from the fundamentals of SEO to the intricacies of infrastructure management and cutting-edge advancements in AI technologies.

PROFILE SUMMARY

- **Dynamic IT Enthusiast:** Eager and tech-savvy individual with a passion for IT consultancy, SEO, and apprenticeship programs, bringing a fresh perspective and an insatiable appetite for learning.
- **SEO Fundamentals:** Familiar with SEO basics, including keyword research, on-page optimization, and content strategies. Committed to mastering advanced SEO techniques to enhance online visibility.
- **Tech-Inquisitive:** Keen interest in diverse IT domains, including infrastructure management, cloud computing, and cybersecurity. Committed to expanding technical knowledge through ongoing learning.
- **Digital Marketing Aspirant:** Enthusiastically exploring digital marketing concepts, eager to contribute to social media management, content creation, and email campaigns for brand growth.
- **Management Experience:** Successfully led marketing initiatives and optimized operational processes during MBA projects, demonstrating strategic thinking, effective communication, and teamwork to deliver measurable results.

INDUSTRY SKILLS:

Programming: Proficient in C/C++, Java, Python; strong grasp of algorithms, data structures, and object-oriented design patterns, Databases: SQL (MySQL, PostgreSQL), schema design, query optimization, Secure coding practices, Technical SEO: crawl-ability audits, XML sitemaps, robots.txt, site-speed analysis, Off-page SEO awareness: link-building fundamentals, backlink analysis, Social Media Marketing, Organic Traffic Growth, Competitor Analysis, Local SEO, Algorithm Compliance, Industry Trends Awareness, Off-Page SEO Techniques, Knowledge of On-Page SEO

Technical Expertise: C/C++, HTML5, CSS3, JAVA, Python, SQL, Git/GitHub, Google Analytics, SEO

INTERNSHIP

SEO Intern | Ezyschooling | 3 Months

- Applied the latest SEO trends and techniques to optimize website performance and increase organic traffic.
- Utilized Google Search Console and Google Analytics to monitor key metrics, including impressions, clicks, bounce rate, and conversions.
- Executed hands-on off-page SEO strategies, including link building, social media marketing, and content creation.
- Implemented effective keyword strategies to enhance website visibility and improve search engine rankings.
- Collaborated with the content team to ensure SEO best practices were integrated into content creation and distribution.
- Executed on-site optimization, focusing on meta tags, header tags, and on-page elements to improve search engine indexing.
- Conducted competitor analysis to identify opportunities and gaps, informing future SEO strategies.
- Participated in regular SEO audits to ensure compliance with search engine algorithms and best practices.
- Stayed updated on industry trends, algorithm changes, and emerging SEO technologies to implement cutting-edge strategies.

COURSES/ TRAINING

- SEO Audit - Find & Fix the Most Common SEO Issues on a Site || Apr 2023
- Capstone: Retrieving, Processing, and Visualizing Data with Python || May 2021
- Java Programming: Arrays, Lists, and Structured Data || Jan 2021
- Object Oriented Programming in Java || Jan 2021
- Python Data Structures || Jan 2021

EDUCATION

- **MBA (Marketing - Major, IT - Minor)** || TAPMI School of Business, Manipal University Jaipur || 2022-2024 || 7.57 CGPA
- **BTech (Information Technology)** || Meghnad Saha Institute of Technology || 2019-2022 || 9.21 CGPA
- **Diploma (Electronics and Instrumentation Engineering)** || North Calcutta Polytechnic || 2014-2018 || 7.2 CGPA

VOLUNTEER LEADERSHIP ROLES

- **College Fest Committee Member (Bachelors):** Played a leadership role within the College Fest Committee, overseeing financial management and securing sponsorships for various college events.
- **Marketing Club Technical Team Leader (MBA):** Functioned as the Technical Team Leader and played an instrumental role in establishing the Marketing Club during the MBA program. Responsibilities included the creation of impactful banners and promotional videos.
- **Founding Member of Marketing Club (MBA):** As a founding member of the Marketing Club, contributed to its establishment and growth by actively participating in its technical aspects, showcasing creative abilities in promotional content.
- **Placement Coordinator - TAPMI School of Business, MUJ:** In the capacity of Placement Coordinator, efficiently addressed student needs, acted as a liaison between students and the Training and Placement Office (TPO).