

WORK EXPERIENCE



SEO & Digital Marketing

North Bengal Tourism, a Travel Agency
July 2019 - Present

- *Joined as a full-time content writer when the company's organic traffic and leads were declining.*
- Got Promoted as a Search Engine Optimizer and Digital Marketer. Did website audits and deployed SEO tactics.
- Organic traffic grew multi-fold and constantly growing.
- Made Google, Facebook, and Instagram paid PPC ad campaigns to generate leads.
- I was also doing SEO for the company's other websites such as North Bengal Guide, Darjeeling Yatra, Dooars Trip, Mystic Dooars, Himalayan Wheels, and more.



Freelance Content Writing & Digital Marketing

For various websites

March 2015 - June 2019

- *I wrote content for various websites.*
- I also offered digital marketing services to various business owners.
- I was doing SEO for my clients. Traffic and organic leads grew significantly.

EDUCATION HISTORY



Master of Arts in English Literature Rabindra Bharati University

2020

I did my B.A as well as M.A in English Literature.



Bachelor of Arts in English Literature Munshi Premchand College

2019

I did my B.A in English Literature from Munshi Premchand College which is under University of North Bengal



Prabir Kr Mandal

SEO & Digital Marketer

Personal Details

Address- Siliguri, West Bengal

Date of Birth- 7/11/1997

Marital status- Unmarried

CONTACT ME

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RELEVANT SKILLS

- Search Engine Optimization
- Digital Marketing
- Content Writing
- Customer Relations
- Collaboration
- Time Management
- Commitment to deadlines
- Website Auditing
- Leading a team