

ANINDITA CHOWDHURY

Digital Marketer



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📍 Sylhet, 3100 Bangladesh

🌐 [LinkedIn](#)

🌐 [Portfolio website](#)

Results-oriented Digital Marketer and SEO Executive with expertise in developing and implementing data-driven marketing strategies. Skilled in SEO strategies, Social Media optimization, paid campaigns, driving organic traffic, and enhancing online presence. However, as a Digital Marketer with less than 2 years of experience seeking an entry-level position in a reputed organization, the personal abilities I possess can assist with implementing innovative ideas and skills for this developed firm.

Experience

Social Media Marketing Intern • December 2024 To present

Qwik IT Services, Canada (Remote)

- Develop and implement a strategic social media calendar, creating engaging and informative content that aligns with our brand voice and marketing goals.
- Manage and schedule content across platforms like Facebook, Instagram, Twitter, and others. Analyze social media data and reporting to measure campaigns' success and identify areas for improvement.

SEO Intern • September 2024 To November 2024

Saaspicked, (Remote)

- Assist in conducting keyword research and developing SEO strategies.
- Help optimize website content, metadata, and images for search engine ranking.
- Collaborate with content teams to ensure SEO best practices are met. Monitor website analytics and SEO performance, providing actionable insights.

Digital Marketer (Full-time) • December 2023 To April 2024

Right Way Consultancy (Sylhet, Bangladesh)

- Worked together with the marketing team to create 10+ advertisement projects for local clients
- Plan and execute social media campaigns, contests, and promotions
- Achieved a 30% increase in social media followers by developing a strong content strategy.

Project Associate (Social Media Management Department) • August, 2023 To June 2024

Farhana's Brainstation, (Dhaka, Bangladesh)

- Creating engaging content, managing social media accounts, scheduling posts and implementing campaigns. Besides, have the opportunity to work on SDG goals.
- Improving creativity and ability to tailor content for different audiences and platforms and increase sales.
- Enhancing communication skills and abilities to communicate effectively online.

Education

BACHELOR OF SCIENCE

- National University (M.C. College, Sylhet) (2019-2024)
- Department Of Botany

Cgpa: 3.25/4.00

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Certifications

- Experience in Digital Marketing Course at E-shikhon and got a valuable certificate.
- Competed as an individual for the national Mathematics Olympiad and got a participating certificate in 2013.
- Presentation and public speaking course certificate from 10 Minutes School.

Skill

- Microsoft office (Word, Excel, Access, PowerPoint)
- Strong knowledge of Photoshop and Canva
- Content Writing
- Creating innovative designs
- Manage Social Platforms and post-engagement
- Effective Organic and Social Media paid Ads Campaign, YouTube SEO
- On-Page, Off-Page SEO
- Technical SEO, Local SEO
- Time Management and commitment Ability to communicate with the audience and maintain good relations

Project

'Social MediaMarketing

[Live link](#)

Projects: Nakomus Essentials

Working for (Nakomus Essentials) a Ecommerce Business to advertise their ecommerce products on social media platforms . So, I handle the client's Facebook, Instagram, Pinterest account to grow their social presence and engage their potential clients.

Instagram Marketing and Growth

Projects: Foodoor

[Live link](#)

It's a food restaurant-based company. So, I handled the client's Instagram page to grow their social presence organically and engage their potential clients.

Reference

1. Khan Farhana

X-International ICT Innovation Officer,
UNDP

Award Winner, Education Innovator, Social
Entrepreneur, LinkedIn

Trainer, Recruiter, Founder "Farhana's
Brainstation"

Mobile: 01682684175

2. Delwar Hossain

Founder and CEO 'Right Way Consultancy'

Mobile: 01712325429