

# NILIMOY DAS



- +91 8472044711
- nilimoydas8@gmail.com
- Sec 134, Noida, Uttar Pradesh, India
- <http://www.linkedin.com/in/nilimoy-das>

## PROFILE

Motivated BBA graduate seeking a dynamic role in a progressive organization to apply and expand upon my foundational knowledge & skills in Digital marketing. Eager to contribute to the company's success while continuously learning and growing within the industry.

## SKILLS

- Search Engine Optimization (SEO)
- Search Engine Marketing (SEM)
- Social Media Marketing (SMM)
- Google Analytics
- Google Ads
- Google Workspace
- Microsoft Excel, PowerPoint & Word
- Analytical and Problem-Solving Skills
- Teamwork & Adaptability

## EXPERIENCE

### DIGITAL MARKETING INTERN

HITAYA - Technology Consulting Start Up  
08.06.22 - 08.08.22

- Understanding digital marketing and discussing growth strategies for Hitaya
- Creating a domain and building multiple landing pages using the Wix.com content management system
- Implementing Google Analytics in the domain and tracking various metrics like unique visits, bounce rate and time on site
- Developing an SEO strategy and implementing related practises on the entire website

### NGO VOLUNTEERING

JAX FOUNDATION  
17.01.23 - 22.04.23

- Led community outreach initiatives.
- Contributed to Campaign planning and execution.

### CERTIFICATIONS

- Currently enrolled in **Google Digital Marketing & E-commerce Professional Course** (June - Present)  
Certified in :
  - Foundations of Digital Marketing and E-commerce**
  - Attract and Engage Customers with Digital Marketing**
    - Search Engine Optimisation (SEO)
    - Search Engine Marketing (SEM)
  - From Likes to Leads: Interact with Customers Online**
    - Social Media marketing (SMM)
  - Semrush SEO Crash Course** with Brian Dean
  - SEO Toolkit Course** by Semrush

## EDUCATION

### BACHELOR OF BUSINESS ADMINISTRATION [MAJOR - MARKETING]

AMITY UNIVERSITY, NOIDA, UP  
2020 - 2023

### RELEVANT COURSEWORK

- Marketing Principles and Practices
- Brand Management and Strategy
- Business Ethics and CSR
- Organizational Behavior & Leadership