



# Saumyabrata Dey

MBA (DIGITAL MARKETING)-BIBS

A Creative Digital Marketing MBA, good at making AI videos, images, editing websites, and using marketing to tell strong brand stories.



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08 November, 1995



saumyabrata.in



linkedin.com/in/saumyabrata-dey-digital-marketing-trainee

## SKILLS

SEO Copywriting

Website Editing & Designing

User Interface

Video Editing

AI Video Integration

Adaptability

Self-Awareness

## LANGUAGES

English  
Professional Working Proficiency

Bengali  
Native or Bilingual Proficiency

Hindi  
Full Professional Proficiency

## TOOLS

Wordpress + Elementor

Figma Moz Pro

SEMrush Filmora

All In One SEO

## EDUCATION

### MBA+PGPDM

Bengal Institute of Business Studies - Vidyasagar University

2024 - 2026

77%

### BBA-Hospital Management

Institute of Management Study - Maulana AbulKalam Azad University of Technology Institute

2024

75%

### XII-NIOS

National Institute of Open Schooling

2020

51%

### X-WBBSE

Laban Hrad Vidyapith

2011

61%

## WORK EXPERIENCE

### Guest Relationship Executive

Charnock Hospital

2023 - 2024

Tegharia, Kolkata

Tasks

- Handle patient billing, care services, and death certificates efficiently, while keeping everything aligned with the hospital's goals.

## CERTIFICATES

### Navigating On-Page and Technical SEO: A Semrush Deep Dive

Semrush Academy

### Content Marketing

Hubspot Academy

### Adolescent Health and Well-being A Holistic Approach

NPTEL backed by Ministry of Education, Government of India

### Health & Nutrition

Asian Pacific Learning Leverage Limited

### IT Smart- (HTML,CSS,JavaScript)

Asian Pacific Learning Leverage Limited

## KEY PROJECTS

### Brand Wars : Project: ATOM – Simplified Cooling for the Middle-Class Market (01/2025 - 01/2025)

- Responsible for generating AI-driven content, including images and videos, designing the AC model in 3D, and creating logo reveal videos. These visual assets were developed to enhance brand identity, showcase product design, and support marketing strategies.

### Project: Social Media Management – All About Sree & Surama-Y-Gold (02/2025 - Present)

- Above-mentioned Two Facebook pages, where a primary responsibilities include creating and posting engaging videos, images, and other content to retain audience attention and engagements. Visit the Social Media page on [All About Sree, Surama-Y-Gold](#).

### Project: E-Com Website Building – Surama-Y-Gold (03/2025 - Present)

- Built Surama-Y-Gold's WordPress e-commerce site with WooCommerce and GMC integration for easy shopping and better Google visibility. Visit the store at [Surama-Y-Gold](#).