

ADITTA KUMAR PAL



DIGITAL MARKETING FRESHER

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SUMMARY

Motivated Digital Marketing fresher with expertise in SEO, SMM, WordPress, and content development, eager to contribute effectively to organizational growth and expand skillset in the digital marketing field.

EDUCATION

Joteghnasham Nilmoni High School

Higher Secondary passed in 2026

Commerce Stream

Passed with First Division

Smart Web Tech From APLL

Digital Marketing Course, Completed in 2025

Digital Marketing

- Developed strong foundation in digital marketing principles
- Engaged in practical training on SEO and social media
- Created a comprehensive digital marketing strategy

EXPERIENCE

Digital Marketing Executive (Fresher)

YouTube Channel Management

Jan. 2025 – Apr. 2025

- Gaming YouTube Channel, regular live content
- Developed engaging social media content to improve audience engagement.
- Supported analytics research, providing insights that guided marketing strategies.

Freelance Digital Marketer

Self-Employed

May 2025 – Present

- Created and managed social media accounts for various clients, enhancing brand visibility.
- Provided basic SEO services, helping clients improve search engine rankings.
- Developed marketing materials and content for online platforms.

SKILLS

- Search Engine Optimization (SEO)
- Social Media Marketing
- Content Development
- WordPress Management
- Analytics & Research
- Email Marketing