



# PRADIP KUMAR GHATAK

SOCIAL MEDIA AND SEO EXPERT

CREATIVE GRAPHIC DESIGNER

DIGITAL MARKETING SPECIALIST

(Content Writing, Marketing, GMB, GA, PPC, Wordpress)



## MY RESUME

### INFO

**Name**  
Pradip Kumar Ghatak

**Phone**  
+91-9874350557

**Professional Profile**  
[www.pradipghatak2010.wixsite.com/graphicdesigner-seo](http://www.pradipghatak2010.wixsite.com/graphicdesigner-seo)

**Permanent Address**  
Santoshpur, Kolkata-75, WB, India

**Email**  
[pradip\\_03\\_india@yahoo.co.in](mailto:pradip_03_india@yahoo.co.in)  
[pradipghatak2010@gmail.com](mailto:pradipghatak2010@gmail.com)

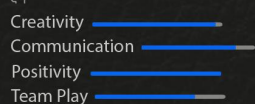
[www.behance.net/pradipkumarghatak](https://www.behance.net/pradipkumarghatak)

[www.linkedin.com/in/pkghatak](https://www.linkedin.com/in/pkghatak)

[www.twitter.com/pradipghatak](https://www.twitter.com/pradipghatak)

[www.linkedin.com/in/pkghatak](https://www.linkedin.com/in/pkghatak)

### Personal Skills



### Professional Skills



### Interests

Spirituality, Sports, Music, Books, Painting, Cooking, Writing, Plantation

## PROFILE

As an artist, innovator and passionate creator I always give importance to my works, that create a sense of heart touching satisfaction, peace and joy for everyone. I taught a lesson of giving the importance to creativity and inspiration from C-DAC where I completed my diploma in Multimedia after finishing the Graduation. Although I have more than 16+ Years of professional experience in Graphic Designing, Digital Marketing including SEO, SEM, SMO, Brand & Content Writing and Marketing. I always maintain to keep my passion and emotion in my work through my hand on experience and knowledge. The achievement of completing 100+ projects for UK, Australia USA & Middle-east clients are not so big rather than the satisfaction I got to fulfil their expectations.

## WHAT I DO

- Business and Customer Analysis
- Define Goals and Objectives
- Making Strategy and Planning
- Implementation
- Monitoring and Tracking
- Statistical Observation
- Reporting
- Planning of Re-marketing
- Drive more Leads
- Better Client Intractions
- Sales Driven Strategy and Skills
- Discover Brands and Influencers
- Effective Team Management
- Advertise your Brand
- Execute Remarkable Campaigns
- Convert SM Connections into Clients
- Best Inspiring Ideas
- Innovative Design
- Creative Visual Concepts
- Unique Colour Sense
- Smart & Impressive Thinking
- Attractive way of presentation
- Create Relative User Guided Quality Content

## HIGHLIGHTS

- **Nationality:** Indian
- **Total Exp:** 16.3 years
- **Relevant Exp:** 16 years
- **Present Status:** Looking for a Good opportunity in the same field
- **Desire Location:** Kolkata
- **Expected Salary:** Negotiable
- **Single/Married:** Married
- **Working Fields:** Graphic Design, SEO, SMO, SEM, GMB, Brand and Content Marketing
- **Passport, Aadhaar and Pan Card:** Yes
- **Exp in Managing a Team of:** Max 4 Members

## EDUCATION & OTHER QUALIFICATION

- Diploma in Multimedia from C-DAC Mumbai (2004 - 2005)
- Commerce Graduate degree from Calcutta University (1999)
- Higher Secondary (10+2) from W.B.B.H.S.E (1995 -1997)
- Madhyamik (10th Standard) from W.B.B.S.E (1995)
- Diploma in Advanced Computer Arts (DACA) from C-DAC, ACTS 2005 -2006
- Certificate on D.T.P. Certificate on Multimedia and Animation from JU
- Computer Typing Skill (Over 40 words/min and 100% Accuracy)

## SKILLS AND EXPERTISE

Graphic Design, SEO, SEM, Digital Marketing, Social Media Marketing, FB and Instagram Paid Marketing Campaign, Web Marketing, Search Engine Marketing (PPC), Search Engine Optimization (on page & off page), Brand Marketing, SEO Content Writing, Google Adwords, Social Paid Ad, Online Research, Link Building, Email Marketing, Website Maintenance, Webmaster, Google My Business, ORM, Online Reviews, Web Analytics, Copywriting, Wordpress Website Management, Blog Writing and Management.

## SOFTWARE KNOWLEDGE

MS Office, HTML and CSS, Adobe Photoshop CC 20.0.3, Dream weaver CC, CorelDraw Graphics Suite 2021, Adobe Illustrator CC, PageMaker, Flash Mx, Director Mx, Premiere and 3D Max, Benchmark Email

## TOOLS USED

Google Trends, Woorank, Ubersuggest, Hootsuite, Ahrefs, Moz SEO Tool, Google Webmaster tool, Word Tracker, Google Keywords Planner, HTML validators, Wix, Keyword Analyzers, SEM Rush, Buffer, Link Popularity Analyzer, Grammarly, Copyscape, Stat Counter and Google Analytics, Cute FTP, Mail Chimp, Facebook insights, Twellow, Wordpress plugins, Trello and Basecamp project management tools, Canva, Creator Studio, ADS Manager, Facebook Pixel, Google Tag Manager, Yoast SEO.

## SOME WORK EXPERIENCE

June 2022 to Present Kolkata	Freelancer <a href="http://www.sirchend.com">www.sirchend.com</a> Designation: Senior SEO	April 2021 to June 2022 Kolkata	Sirchend Softwares Pvt. Ltd. <a href="http://www.sirchend.com">www.sirchend.com</a> Designation: Social Media Manager
Oct 2019 to Oct 2020 Kolkata	Sirchend Softwares Pvt. Ltd. <a href="http://www.sirchend.com">www.sirchend.com</a> Designation: Senior SEO	Aug 2017 to Sept 2019 Kolkata	Manfred Infotech Pvt. Ltd. <a href="http://www.manfredinfotech.com">www.manfredinfotech.com</a> Designation: Digital Marketing Manager
Aug 2016 to July 2017 Kolkata	Nettsetgo Pvt. Ltd. <a href="http://www.thenavsoft.com">www.thenavsoft.com</a> Designation: SEO Manager	July 2015 to Aug 2016 Kolkata	Made In India Media Pty Ltd. <a href="http://www.madeinindia.net.au">www.madeinindia.net.au</a> Designation: SEO-SMM Specialist
Sept 2014 to July 2015 Kolkata	Designs Codes Designation: Senior SEO Specialist	Sept 2011 to Sept 2014 Kolkata	MSR IT Solution Pvt. Ltd. <a href="http://www.msrlimited.com">www.msrlimited.com</a> Designation: Online Marketing Executive

**Awards and Achievements**  
[www.pradipghatak2010.wixsite.com/graphicdesigner-seo/achievements](http://www.pradipghatak2010.wixsite.com/graphicdesigner-seo/achievements)

**Client Testimonials**  
[www.pradipghatak2010.wixsite.com/graphicdesigner-seo/testimonial](http://www.pradipghatak2010.wixsite.com/graphicdesigner-seo/testimonial)

**Languages Known**  
Bengali, English, Hindi

**Present Location**  
Kolkata, WB, India

**Digital Signature**

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