

Shiyan (Sayani Das)

Marketing Specialist

Profile

Looking for a position of marketing specialist in an organization where I can implement my strategy, knowledge, skills and contribute to growth of organization

Detail-oriented and results-driven marketing graduate with a strong academic background in social media marketing, digital marketing, branding, content writing, strategy creation, campaign management. Enthusiastic about leveraging creative strategies to drive business growth. Experienced in social media management, content creation, through internships and college projects. Possess a solid understanding of digital marketing tools and trends and also experienced in AI Prompting and generative AI, with a passion for continuous learning and contributing to innovative marketing campaigns.

Employment History

Freelance at Marketing Specialist

June 2024 — December 2024

Social Media Marketing and Business Development Manager (Internship) at TalentServe Pvt Ltd

June 2023 — August 2023

Education

MBA in Marketing , Institute Of Engineering And Management, Kolkata

June 2022 — June 2024

B.Sc in Chemistry honours , Vidyasagar College under Calcutta University , Kolkata

July 2018 — July 2021

Achievements

Got Certificate For Entrepreneurship Program

Got Certificate For Advertisement Competition

Awarded in Science Exhibition Competition

Champion in Science Exhibition Competition

Details

Newtown Kolkata West Bengal
India

9734082148

sdas11999sdas@gmail.com

Skills

Marketing

Digital Marketing

Social Media Marketing

Advertising

Paid Social Media Advertising

Branding

Strategy Creation

Content Writing

Strategic Thinking

Content Strategy

Brand Strategy

Creativity

Problem Solving

Decision Making

Leadership

Time Management

SEO

Email Marketing

PPC Management

Campaign Management

Trend Awareness

AI Prompting

Generative AI

★ Hobbies

Traveling, Explore Things, Industry Visit, Workshops, Art, Drawing, Music, AI and Technology, Watching Movies or Web Series, Playing many games like Chess, 8 Ball Pool, Cricket, Golf, Cards Games, Online Games etc.

★ Declaration

I hereby declare that all details and information given above are completely true to
the best of my knowledge

Entrepreneurship

Stock Market

Portfolio Management

Trading and Investment

Cryptocurrency

Web3 and NFT

Blockchain Technology

Artificial Intelligence

Languages

English

Bengali

Hindi

Italian

Chinese