

Soumita Sil

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Hyderabad, Telangana

OBJECTIVE: A newly upskilled Digital Marketing Professional with hands-on training from Emblix Academy and internship experience in 2025. Skilled in SEO, SEM, social media management, content optimization, website audits, and ad campaign execution. I am eager to apply my knowledge to enhance online visibility and support business growth. Previously, I worked as a Content Analyst ensuring compliance and quality standards for apps on the Google Play Store. With strong experience in content review, auditing, and developer communication, I consistently drove process improvements and ensured guideline adherence. Known for my adaptability, problem-solving skills, and collaborative mindset, I bring a balanced blend of technical and marketing expertise.

WORK HISTORY:

Internship and certification on digital marketing

Company Name: (Emblix Solutions, Hyderabad)

Duration: May 2025 – July 2025

Key Responsibilities:

- Performed comprehensive website audits to identify SEO issues and recommended actionable improvements.
- Conducted keyword research using tools like Google Keyword Planner and SEMrush for SEO and paid ad campaigns.
- Created and optimized SEO-friendly content with a focus on originality and keyword placement.
- Applied on-page SEO techniques using Yoast SEO plugin to enhance meta tags, readability, and internal linking.
- Executed off-page SEO strategies such as backlink building, guest posting, directory submissions, and outreach.
- Managed daily activities for social media accounts (Instagram, Facebook, LinkedIn), including post creation, scheduling, and engagement.
- Tracked and analyzed website performance through Google Analytics and Google Search Console to understand user behavior and keyword performance.
- Conducted competitor analysis to improve campaign strategies and stay ahead in digital trends.
- Supported Google Ads and Meta Ads campaigns by helping with ad creation, targeting, and performance tracking.
- Assisted in email and SMS marketing campaigns, ensuring message accuracy and audience relevance.

Digital Marketing Tools & Techniques:

- SEO (On-page & Off-page), SEM
- Social Media Management (Instagram, Facebook, LinkedIn)
- Google Ads, Meta (Facebook) Ads
- Keyword Research (SEMrush, Google Keyword Planner)
- Google Analytics & Search Console
- Content Creation & Blogging
- Email & SMS Marketing Campaigns
- Website Audit & Optimization (Yoast SEO, WordPress)
- Backlink Building
- Competitor Analysis

Tools & Platforms

- WordPress (Beginner level)
- Google Keyword Planner
- SEMrush
- Meta Business Suite (for managing Facebook and Instagram business accounts)
- Google Ads Manager
- Canva (beginner level)

Concentrix - Senior Associate (Bangalore- 09/2021 to 2024)

Experienced in app content review and compliance for the Google Play Store, ensuring strict adherence to Google's policies through detailed audits and quality assurance. Skilled in developer communication, providing clear feedback for policy violations. Proficient in identifying risks such as malicious content and escalating issues appropriately. Collaborated closely with Google teams to maintain process alignment and SOP adherence. Actively contributed to team training, mentorship, and onboarding, enhancing knowledge sharing and overall operational efficiency.

Inventech Info Solution Pvt. Ltd. - Associate (Bangalore - 05/2021 to 07/2021)

Client and Technical Team Coordination: Acted as the primary coordinator between clients and the onsite technical team, ensuring seamless communication and efficient backend process management

True Heights Interface Infosolution Pvt. Ltd. – Associate (Kolkata- 10/2018 to 07/2020)

Client and Technical Team Coordination: Facilitated clear and effective communication between clients and the technical team to ensure project requirements and expectations were met. Technical Coordination: Bridged the gap between clients and backend operations, streamlining processes and resolving issues efficiently

BG Astrological Research Center - Office Administrator

Kolkata • 08/2015 - 05/2018

Primary School - Computer Teacher

Kolkata • 08/2012 - 07/2015

EDUCATION:

Master of Computer Applications (MCA) JIS College of Engineering: Kolkata • 05/2009

Digital Marketing Certification: Emblix Academy, Hyderabad