

# ANIRUDDHA DUTTA

## PROFILE

Adaptable and positive professional with strong interpersonal communication and analytical thinking skills. Solid foundation in market research and business strategy, along with proficiency in CRM software and data analysis and digital marketing strategies. Dedication to driving business growth and fostering lasting client relationships through innovative solutions.

## CONTACT

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817283435

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[dutta98aniruddha@gmail.com](mailto:dutta98aniruddha@gmail.com)

## HOBBIES

Travelling  
Music  
Photography

## LANGUAGES

Bengali  
English  
Hindi

## EDUCATION

### MBA

**ICFAI Business School, Dehradun**

2023 – 2025

Dehradun, India.

- Marketing and Operations (Dual)

### Graduation

**Techno Main Salt Lake**

2017 - 2020

Kolkata, India

- B.Sc. in Media Science

### Higher Secondary

**Aditya Academy Secondary**

2017

Kolkata, India

Commerce

### Secondary

**Aditya Academy Senior Secondary**

2015

Kolkata, India

## WORK EXPERIENCE

### Max-View Now [Customer Relationship Intern]

February 2024–May 2024

- Gathered data for market research projects and analyzed findings to make recommendations
- Compiled weekly reports on customer feedback and satisfaction ratings
- Enhanced customer satisfaction by addressing and resolving issues promptly and professionally.
- Maintained accurate records of client interactions, allowing for more informed decision-making regarding future sales efforts.

### ICFAI Business School [Digital Marketing Student Associate]

July 2023–December 2023

- Created content for social media platforms such as Facebook, Twitter, Instagram, YouTube, LinkedIn, and Pinterest.
- Conducted daily updates to social media profiles to boost institute's online presence.
- Increased website traffic by optimizing social media posts with relevant keywords, hashtags, and links.

### Dkodrs [Digital Marketing Executive]

August 2022–April 2023

- Developed and implemented digital marketing strategies to increase website traffic, engagement, and conversions
- Created and managed online campaigns on various platforms such as Google AdWords, Facebook, and LinkedIn
- Managed SEO initiatives including keyword research, content optimization, link building and competitor analysis
- Increased website traffic by implementing search engine optimization strategies and keyword research.
- Planned and executed web, SEO, database marketing and social media advertising campaigns.

## **Writer Information [Digital Marketing Associate]**

November 2020–February 2022

- Conducted market research to identify emerging trends and opportunities within the industry for targeted campaign development.
- Participated in ongoing professional development opportunities to stay apprised of the latest digital marketing trends and best practices, incorporating learnings as appropriate into future campaigns.
- Coordinated the production of multimedia content, including blog posts, videos, infographics, and podcasts.
- Managed Google AdWords accounts, ensuring optimal performance of pay-per-click campaigns.
- Collaborated effectively with internal design teams on creative assets necessary for successful execution of various digital advertising campaigns.

## **SKILLS**

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- Brand Recognition Strategies
- Digital Marketing Strategies
- Website Optimization Techniques
- Client Relationship Management
- Creative Problem-Solving
- Target-Driven Approach
- Analytical Business Strategies
- Long-Term Planning Expertise
- Strategic Marketing Campaigns
- Clear Interpersonal Communication

## **ACHIEVEMENTS**

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- Got Employee of the month in Writer Information
- Associated events in Anakronos
- Resolved issue through consumer testing.
- Collaborated with a team of 6 in development of operations club.

## **CERTIFICATIONS**

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- Brand Management
- Marketo
- Business Analytics