



Antarikhya Das

Digital Marketing Professional

Detail-oriented SEO & Digital Marketing professional with hands-on experience in on-page, off-page, and technical SEO. Skilled in leveraging AI tools for content optimization, keyword clustering, and data-driven decision-making to improve search visibility and organic growth.



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SKILLS & TOOLS

Website Design

Google Analytics

Keyword Research & Competitor Analysis

Screaming Frog SEO Spider

SE Ranking

Google Tag Manager (GTM)

LANGUAGES

English
Professional Working Proficiency

Bengali
Native or Bilingual Proficiency

Hindi
Professional Working Proficiency

INTERESTS

SEO & Content Strategy

Photography

EDUCATION

PGPDM+MBA

Bengal Institute of Business Studies

08/2024 - Present

85%

B.Com

Shibpur Dinobundhoo Institution

08/2020 - 08/2023

75%

WORK EXPERIENCE

SEO Intern

Cheenti Digital LLC

07/2025 - 06/2026

Achievements/Tasks

- Executed 700+ off-page SEO activities per month, including classified submissions, social bookmarking, business listings, and third-party blog posting, strengthening the backlink profile and contributing to improved domain authority and referral traffic growth.
- Prepared and implemented on-page SEO recommendations across multiple pages, including meta tag optimization, keyword placement, and internal linking, resulting in increased search impressions, improved keyword rankings, and better CTR on optimized pages.
- Delivered technical SEO recommendations, including indexing fixes, site structure improvements, and crawl optimization, leading to enhanced crawlability, improved index coverage, and better page performance.
- Managed WhatsApp Business communication using Infinito automation software, streamlining customer outreach and campaign coordination, resulting in faster response times and improved lead handling efficiency.

CERTIFICATES

Digital Marketing Institute (Ireland)

Global certification covering SEO, content marketing, social media, analytics, and data-driven digital strategy.

Semrush Academy | HubSpot Academy | Google Digital Garage

Certifications focused on SEO fundamentals, on-page & technical SEO, content marketing, inbound marketing, and core digital marketing concepts.

LIVE PROJECTS

Portfolio Website

- Designed a WordPress portfolio website that highlights my work, insightful blogs, and a comprehensive list of services, showcasing my diverse skills and expertise.

Performance Marketing Strategy

- Developed a performance marketing strategy for a lab-grown diamond brand, including audience segmentation, ad creatives, and media planning.
- The link for this project - https://drive.google.com/file/d/11U8bMIB-6NqIHlYsB0wjFmO_hWOueLGv/view?usp=sharing.

On-Page SEO – The Noble House Real Estate Website

- Optimized on-page SEO for The Noble House Real Estate website, enhancing keyword targeting, meta tags, internal linking, and structured data for improved search visibility.

ARS WebTech – Backlinking Project

- Executed a backlinking project for ARS WebTech to improve domain authority and enhance off-page SEO using tools like Moz and SEOptimer.