



# Sumitra Saha

Content Marketing Specialist

2 Years 6 Months

sumitrasaha15@gmail.com

8158894010

## Key Skills

Academic Research

Academic Writing

Educational Content

Content Development

## Courses & Certifications

- The Strategy of Content Marketing
- Introduction to SEO
- Marketing Management-I by NPTEL
- Marketing Management-II by NPTEL
- Digital Marketing

## Personal Details

Date of Birth

**05-January-1996**

Marital Status

**Single/Unmarried**

Gender

**Female**

Address

**Gopal Bhawan, Ramkrishna Pally,  
Near Canara Bank**

## Other Interests

Writing Poetry and Quotes -  
[www.yourquote.in/sumitra-saha-cdgg1/quotes](http://www.yourquote.in/sumitra-saha-cdgg1/quotes)  
Read books and autobiographies  
Participation in Anthologies (Publishing In Progress)  
Participation in 21 Days Poetry Challenge (Publishing In Progress)

## About Me

- <https://www.linkedin.com/in/sumitra-saha-511a60168/>
- Achievement-driven professional, targeting senior level assignments with an organization of high repute
- Intuitive and open to learning and exploring other domains and facing day-to-day challenges

## Profile Summary

- In-depth knowledge of content research and development
- Course material research and story-boarding
- Planning and developing content strategies to attract traffic and generate leads
- Conduct campaigns, create infographics, posters and flyers

## Education

2021

**MBA/PGDM, Symbiosis Institute of Business Management, Hyderabad**

2019

**B.B.A/ B.M.S, Nopany Institute of Management Studies**

2015

**CISCE(ICSE/ISC), English**

2013

**CISCE(ICSE/ISC), English**

## Work Experience

2022  
2023

**Content Marketing Specialist  
GetMyUni**

- Content writing, infographics, CTA and regular updates
- Tracking traffic through Google Analytics, basic SEO knowledge
- Quality check of content and launching of new pages, keyword optimization
- Research and Competitor analysis, Keyword Gap Analysis, On-page SEO

2021  
2021

**Market Researcher  
TalentSprint**

- Overseeing the preparation and presentation of research reports comprising of industrial trends, industry information; interpreting the result of research studies and providing business recommendations
- Involved in analyzing latest market trends and tracking competitor's activities and providing valuable inputs for fine tuning marketing strategies

2021  
2022

**Content Writer  
Testbook Edu Solutions**

2020  
2020

**Content Marketer  
The College Monk**