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[https://www.linkedin.com/in/
arupratan-chattopadhyay/](https://www.linkedin.com/in/arupratan-chattopadhyay/)

Date of Birth : 16/05/1977

Skills

- Search Engine Optimization
- Website Audit
- Competitor Analysis
- Blogging
- Local Search Optimization
- Traffic Generation
- Google Analytics
- Content Optimization
- Inbound Marketing
- Google Tag Manager
- Google Looker Studio
- Social Media Marketing
- Google Search Console
- Microsoft Bing Webmaster Tools
- Social Media Optimization
- Prompt Engineering & GPT Tools
- Canva Tools

ARUPRATAN CHATTOPADHYAY

SEO Professional & Analyst

Experienced professional with a history of working in the Software Production & Market Research industry as an SEO and Web Analyst. Skilled in SEO, Local Search Optimization, Traffic Generation, Website Audit, Analytics, and Content Optimization.

A professional with a Bachelor's Degree in Computer Applications (BCA) from the School of Computer & Information Sciences, IGNOU. Successfully completed the course on Digital Marketing from Panjab University, Chandigarh on SWAYAM platform, launched by the Ministry of Education, Government of India.

EDUCATIONAL QUALIFICATION

- Post Graduate Diploma on Digital Marketing** 2021
Panjab University, Chandigarh on SWAYAM platform, Ministry of Education, Government of India |
- BCA (Bachelor in Computer Applications)** 2011
Completed BCA with FIRST DIVISION (WITH 61.25% MARKS) from **SOCIS, IGNOU**.
- Higher Secondary Examination** 1995
Secured FIRST DIVISION(WITH 65.4% MARKS) from **West Bengal Council of Higher Secondary Education** with Bengali, English, Mathematics, Physics, Chemistry and Biology as subject combination.
- Secondary Examination (Madhyamik Examination)** 1993
Secured FIRST DIVISION (WITH 72.4% MARKS) from **West Bengal Board of Secondary Education**.

LANGUAGES

- ENGLISH
- BENGALI
- HINDI

PROFESSIONAL CERTIFICATES

Title: INTRODUCTION TO SOCIAL MEDIA MARKETING

Institute: Commonwealth of Learning

Credential ID: 621896f23297d

PROFESSIONAL CERTIFICATES

Title: Google Analytics Mastery Course

Institute: WsCube Tech

Credential ID: F3W1XOIJ

Title: Digital Marketing

Institute: HubSpot Academy

Credential ID: 858609a71809416c92c7096957a6c776

Title: SEO

Institute: HubSpot Academy

Credential ID: 8acf1703ab094a7c9f7e9a9e38e724cf

Title: SEO II

Institute: HubSpot Academy

Credential ID: eabd5bad5723447bbbd552c22c5bb398

PROFESSIONAL EXPERIENCES

SEO Strategist

April 2019 - Till Now

Rankmagus Digital Consultancy, Kolkata, West Bengal

Rankmagus Digital Consultancy is a digital marketing agency based in Kolkata, India. By transforming client's ideas into practical tools.

Website: <https://rankmagus.com/>

Responsibilities: Search Engine Optimization (SEO), Web Analytics, SEO Audit, Social Media Marketing, Content Audit.

Analyst & SEO Manager

August 2016 - November 2018

Factor & Equilibrium, Kolkata, West Bengal

Factor & Equilibrium worked as market research and consulting partner for government agencies, companies and research institutes having presence across different countries globally.

Website: <https://www.factorandequilibrium.com>

Responsibilities: Search Engine Optimization (SEO), Web Analytics, SEO Audits, Social Media Marketing.

Freelance SEO Professional

May 2014 – July 2016

In-house Software Developer & Consultant

January 2012 – April 2014

Pals India, Kolkata, West Bengal

Development and maintenance of in-house software systems to track product sales, accounting transactions, Cash books, ledgers, Profit-loss statements.

Software Developer

January 2004 – October 2007

Excel Infocom Pvt. Ltd (ISO 9001:2000 Certified), Kolkata, West Bengal

Excel Infocom is the pioneer of school ERP software in West Bengal. SCHOLASTIC (rebranded as Vidyasthi) has been implemented in more than 330 Government and Government aided academic institutions in West Bengal. Other Major Project implementations were Management information systems (MIS) for West Bengal Excise Department.

Website: <https://www.excelinfo.co.in/>

Software Developer

September 2002 – December 2003

Computer and Technology, Kolkata, West Bengal

Computer and Technology was a Kolkata based IT company, dedicated to corporate training and software development activities. Main responsibilities were Database maintenance and upgradation of existing systems, implementation of new code modules.

RECENT PROJECTS

Websites

[Rankmagus Digital Consultancy](#)

[Pinnacle Market Reports](#)

[Frontpage Insights](#)

[Top News Bulletin](#)

[Global News Desk](#)

[USA News Desk](#)

[SEO Norms](#)

[EBiz Route](#)

[Global News Daily](#)

[Sheer Analytics & Insights](#)

[Pro SEO Toolset](#)

Social Media

Facebook Pages

[Frontpage Insights](#)

[Top News Bulletin](#)

[Global News Desk](#)

[USA News Desk](#)

[Global News Daily](#)

[Daily Fed News](#)

[Daily News USA](#)

LinkedIn Pages

[Frontpage Insights](#)

[Top News Bulletin](#)

[Global News Desk](#)