



PRANAB RAKSHIT

DIGITAL MARKETING EXECUTIVE

CONTACT

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Silchar, Assam

EDUCATION

PRANABANANDA VIDYA MANDIR
HSLC
2019

VIVEKANANDA JUNIOR COLLEGE
Higher Secondary (Arts)
2021

GURUCHARAN COLLEGE
Bachelor of Arts
2024

SKILLS

- Search Engine Optimization (SEO)
- Facebook & Instagram Ads
- Google Analytics
- Canva & Graphic Design
- Content Creation
- Social Media Management
- Prompt Engineering
- WordPress

LANGUAGES

- Bengali
- Hindi
- English

PROFESSIONAL SUMMARY

Results-driven Digital Marketing Executive with experience in SEO, social media management, web analytics, and graphic design. Skilled in improving search rankings, managing digital content, and creating impactful creatives. Experienced in freelance design and leadership roles, contributing to brand growth and audience engagement.

WORK EXPERIENCE

Quickobook

2025 - PRESENT

Digital Marketing Executive

- Manage and grow Instagram page through consistent content planning and posting
- Create engaging social media posts and marketing creatives using Canva
- Improve SEO rankings for targeted keywords to enhance online visibility
- Monitor and analyze website performance using Google Analytics on a weekly basis
- Designed and delivered 50+ creatives for digital campaigns and brand promotion

News Light Barak

2024 - PRESENT

Chief General Manager

- Led leadership and decision-making processes for digital and content operations
- Managed website activities including content updates, publishing, and performance monitoring
- Oversaw digital presence and ensured smooth execution of online strategies
- Coordinated with team members to maintain consistent content flow and platform efficiency

Freelance Graphic Designer

2020 - PRESENT

Self-Employed

- Designed social media creatives, banners, and promotional materials for various clients
- Delivered high-quality visual content aligned with brand identity and marketing goals
- Worked independently to manage client requirements, deadlines, and revisions
- Built strong creative and visual communication skills through real-world projects

CERTIFICATIONS

- Digital Market/Content Creation**
Quickobook (Intern 6months)
- ChatGPT in Digital Marketing**
Upgrad
- Advanced Prompt Engineering With Chatgpt**
Upgrad