

TAPAS DUTTA

Digital Marketing & Social Media Specialist

Digital Marketing • SEO • Performance Marketing • Social Media • Web Development • Branding • Ads • LeadGen

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Portfolio: tapasdutta.dev | LinkedIn: linkedin.com/in/tapas-dutta-568775351



SCAN FOR PORTFOLIO

PROFESSIONAL SUMMARY

Digital marketing professional with experience managing social media strategy, SEO campaigns, paid advertising, content creation, and website management for brands in hospitality and technology. Translates business goals into data-driven marketing plans — from content calendars and campaign execution to performance analytics and reporting. Combines graphic design and video editing skills with AI-powered workflows to deliver high-quality creative output efficiently. Focused on brand growth, audience engagement, and cross-functional collaboration.

WORK EXPERIENCE

Social Media Manager May 2025 — Present

Spinoff Technopark Limited

- Spearhead social media strategy across Instagram, LinkedIn, and Facebook, aligning content themes with brand guidelines and quarterly marketing objectives
- Build monthly content calendars covering copy, creatives, and scheduling, using AI-assisted tools to streamline production and maintain publishing cadence
- Design campaign visuals, story templates, and promotional graphics using Canva, Adobe Photoshop, and CorelDRAW to ensure brand consistency
- Manage on-page SEO improvements including keyword placement, meta tags, and internal linking to strengthen organic search visibility
- Analyze engagement metrics, audience growth, and campaign reach through platform analytics, translating data into actionable optimization recommendations
- Collaborate with leadership and cross-functional teams on branding initiatives, creative direction, and website content updates

Digital Marketing Specialist Jul 2023 — Dec 2024

Tepco Ramesh OPC Pvt Ltd — Snow King Retreat

- Led digital marketing efforts for a hospitality brand, managing SEO strategy, social media presence, and paid campaign execution
- Created and scheduled platform-specific content to promote seasonal offers, packages, and brand storytelling across social channels
- Executed on-page and local SEO initiatives to improve Google search rankings, drive organic traffic, and strengthen location-based visibility
- Produced marketing collateral including digital banners, brochures, social media posts, and print-ready promotional materials
- Monitored website analytics and conducted content audits to align web presence with evolving marketing goals
- Shot and edited short-form video content for social media campaigns, property showcases, and promotional use

Freelance Graphic Designer 2020 — 2022

- Designed brand identities, logos, social media templates, and marketing materials for clients across retail, food, and services sectors
- Translated client creative briefs into polished visual assets using Adobe Photoshop, CorelDRAW, and Canva
- Managed end-to-end project delivery — from initial concept presentations through revisions to final print-ready and digital file handoff

Freelance Video Editor 2020 — 2022

- Edited promotional, social media, and YouTube content with precise attention to pacing, transitions, sound design, and brand tone
- Handled the full post-production workflow including color grading, audio mixing, title sequences, and motion graphics
- Delivered final cuts within tight turnaround times while managing concurrent projects for multiple clients

Reseller 2019 — 2022

Night Frame Products

- Built and maintained a client base through targeted social media outreach and direct relationship management
- Managed end-to-end sales operations including product sourcing, pricing, order fulfillment, and customer communication
- Evaluated market trends and competitor positioning to identify new product opportunities and optimize pricing strategy

Web Development Intern 2017 — 2018

Compuhelp India

- Collaborated with senior developers to build and test responsive websites using HTML, CSS, and JavaScript
- Troubleshooted front-end code issues across browsers to ensure consistent performance and user experience
- Updated website content, page layouts, and imagery through WordPress and custom content management systems
- Participated in code reviews and team brainstorming sessions, contributing to improved site functionality

FEATURED PROJECTS

Browse live projects, marketing campaigns, branding work, and case studies on my portfolio. Updated regularly with new work.

[tapasdutta.dev](#)

SKILLS

Digital Marketing: Social Media Management | Content Strategy | Campaign Planning | Brand Strategy | Performance Marketing | Marketing Automation

SEO & Analytics: SEO | Local SEO | Google Analytics 4 (GA4) | Analytics & Reporting

Advertising: Meta Ads | Google Ads

Web Development: HTML5 | CSS3 | JavaScript | WordPress

Design & Creative: Adobe Photoshop | CorelDRAW | Canva | Video Editing | Graphic Design

AI & Productivity: ChatGPT | Claude | Gemini | Perplexity AI | Cursor AI | GitHub Copilot

Soft Skills: Communication | Client Relations | Creative Problem Solving | Collaboration | Attention to Detail | Adaptability

EDUCATION

Bachelor of Arts — PGGC Sector 46, Chandigarh (2023)

12th — Arts with Computer Science — Govt. Sr. Sec. School Sec-8, Chandigarh (2020)

10th — D.A.V Public School, Chandigarh (2018)

CERTIFICATIONS

Foundational: Web Designing — Compuhelp India (2019)

Foundational: Web Development — Compuhelp India (2019)

Foundational: C++ Programmer — Compuhelp India (2019)

LANGUAGES

English | Hindi | Odia