

Manish Kumar Sahoo

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Professional Experience

Brandscapes Worldwide, Analyst

01/2020 – 05/2021 | Bhubaneswar

- Understand client's brief, brand challenges & available information resources
- Managing business delivery with excellence.
- Data visualization & reporting with thorough understanding of the project with a clear focus on required end outputs.
- Mined, analyzed and manipulated databases using Excel for diverse business requirements to generate data reports & develop key business operation strategies.

Cinet Infotech Pvt Ltd, Digital Marketer

11/2019 – 01/2020 | Bhubaneswar

- Content creation
- Branding
- Social media

Unbox Innovations, Digital Marketer

03/2019 – 10/2019 | Mumbai

- SEO
- SMO
- E-commerce Client Handling
- Extensive use of Google trends, Google Keywords Planner

Nwebkart.com, Intern

05/2018 – 06/2018 | Bhubaneswar

Learnings-

- E-commerce Lead Generation & Client Handling
- SEO (Backlinks building, Keyword analysis)
- SMO (Facebook page)

Education

PGDM, Bharatiya Vidya Bhavan

2017 – 2019 | Bhubaneswar

B.com, Dalmia College

2014 – 2017 | Rajgangpur

Projects

Biconomy.io

- Biconomy provides tools and frameworks for Dapp Development.
- Contributed to the SEO for this project.
- Designed layout for the SMO

Square1

- An automated e-commerce SAAS solution with over 24 modules, 300+ APIs & about 500 third party integrations. It helps to build a complete online store without a single line of code.
- Worked on the SEO for square1
- Contributed to the keyword analysis
- Analysis of competitors strategies

UniqueBin.com

- E-commerce online shopping platform dedicated to providing customers with unique day to day products.
- Setting up of the Shopify store.
- Design & customization
- Products R&D
- SEO
- SMO
- Content Writing

Certificates

- Digital Marketing, Google [↗](#)
- Google Analytics, Google [↗](#)
- Social Media Marketing, Bitdegree [↗](#)
- Search Engine Optimization, Bitdegree [↗](#)
- Facebook Ads Guide, Bitdegree [↗](#)
- Online Reputation Management, Bitdegree [↗](#)

Skills

Content Writing | SEO | SMO | SEM
SMM | Google Analytics | Shopify

Interests

Writing | Reading Novels
Event Management | Sketching