



MEGHA RATNA

Digital Marketer

CONTACT

(+91) 9949361018
dowmegha0@gmail.com
Barasat, Kolkata – 700125
[linkedin.com/in/megha-ratna-digital-marketing-aspirant](https://www.linkedin.com/in/megha-ratna-digital-marketing-aspirant)

SEO SKILLS

- On-page & Off-page SEO
- Keyword Research
- Backlink Building
- SEO Audits
- Local SEO (Google Business)
- Competitor Analysis
- Content Optimisation

PAID ADS

- Meta Ads (FB & Instagram)
- Audience Targeting
- Campaign Setup & Monitoring

TOOLS

- SEMrush · Ahrefs
- Ubersuggest
- Google Keyword Planner
- Google Analytics
- WordPress · Wix
- Canva · ChatGPT · Jeda
- HTML · CSS (Basic)

LANGUAGES

Bengali – Native
English – Fluent
Hindi – Conversational

SOFT SKILLS

- Communication
- Team Collaboration
- Time Management
- Problem-Solving
- Creativity & Multitasking

PROFESSIONAL SUMMARY

Passionate BBA student specialising in Digital Marketing with hands-on experience from two SEO internships. Skilled in on-page/off-page SEO, keyword research, Meta Ads, content optimisation, and performance analytics. Proven ability to improve search visibility and deliver data-driven insights using tools such as SEMrush, Ahrefs, and Google Analytics.

EXPERIENCE

Web SEO Intern

Aug 2025 – Mar 2026

Cogniq AI · Remote · Pune, India

- ▶ Conducted keyword research to identify high-ranking search terms and guide content strategy.
- ▶ Optimised meta titles, descriptions, headers, and body copy for improved search visibility (on-page SEO).
- ▶ Improved website structure and internal linking for better crawlability and UX.
- ▶ Performed SEO audits and competitor analyses to uncover opportunities.
- ▶ Supported off-page SEO through backlink research and outreach assistance.
- ▶ Monitored organic traffic using analytics tools and reported actionable insights.

SEO Intern

Jul 2025 – Oct 2025

MANTEGIES · Remote · India

- ▶ Contributed to keyword research, content optimisation, and on-page/off-page SEO projects.
- ▶ Assisted with website performance analysis and implemented ranking improvement recommendations.
- ▶ Recognised for being proactive, motivated, and results-oriented by management.

ACADEMIC PROJECT

SEO-Optimised Website

2024

Brainware University · Academic

- ▶ Built a fully SEO-optimised site using WordPress, HTML, and CSS with on-page and off-page strategies.
- ▶ Implemented keyword targeting, backlink building, and visual content optimisation.
- ▶ Developed customer personas and competitor analysis for digital marketing case studies.

EDUCATION

BBA – Digital Marketing

2022 – Present

Brainware University, Kolkata

Higher Secondary Certificate – Business Studies

2016

Gulshan Commerce College, Dhaka | 75%

Secondary School Certificate – Business Studies

2014

Gulshan Model High School, Dhaka | 80%

WORKSHOPS & CERTIFICATIONS

- ▶ Effective Sales & Marketing Strategies for Entrepreneur Startups Feb 2025
- ▶ Start Ups – Fund Seminar Nov 2024
- ▶ World Entrepreneurship Day Seminar Aug 2024
- ▶ Quizzathon: Business Quiz Competition – Entrepreneurship Theme May 2024
- ▶ Insights on the Startup Journey – National Startup Day Seminar Jan 2024