

# MEGHNA DAS

|BBA (Marketing) Student | Aspiring Digital Marketing & Business Analyst | Power BI | SEO | Market Research|

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Linkdin Link: <https://www.linkedin.com/in/meghna-das-76664a294/?isSelfProfile=false>

Portfolio Link: <https://dasmeghna2005-hub.github.io/myportfolio/>

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Motivated BBA (Marketing) student with practical experience in Digital Marketing, Market Research, and Business Analytics. Skilled in Power BI, Microsoft Excel, SEO, Google Analytics, and data visualization. Successfully completed projects involving Power BI dashboard development, market research, Integrated Marketing Communication (IMC), and entrepreneurship planning. Strong analytical, communication, and problem-solving skills with a passion for using data-driven insights to support business growth. Seeking opportunities to contribute and grow in Digital Marketing, Business Analytics, or Marketing roles.

## EDUCATION

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Graduation (2026) — Bachelor of Business Administration (BBA) — Institute of Computer and Information Sciences (ICIS) Marketing • Bankura University • Bankura [CGPA-7.9]

12th (2023) — Bankura Girls' High School Science • West Bengal Council of Higher Secondary Education • Bankura [Percentage-75]

10<sup>th</sup> (2021) — Bankura Girls' High School West Bengal Board of Secondary Education • Bankura [Percentage-76]

## SKILLS

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**Technical Skills:** Microsoft Excel, Power BI, SQL (Basic), Canva, Microsoft PowerPoint, Microsoft Word

**Digital Marketing:** Search Engine Optimization (SEO), Keyword Research, On-Page SEO, Off-Page SEO, Google Search Console, Google Analytics

**Business Skills:** Marketing, Market Research, Business Communication, Presentation Skills, Strategic Planning, Problem Solving

**Soft Skills:** Teamwork, Leadership, Time Management, Adaptability, Communication, Critical Thinking, Quick Learning

## PROJECTS

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- **Climate-induced disease analysis in India using POWER BI: [Ardent Computech Pvt. Ltd.]**  
Developed an interactive Power BI dashboard to analyse the impact of global warming on disease patterns across Indian states. Performed data cleaning Role: Project Lead & Data Analyst
- **Entrepreneurship development project on Mohaa Choco: [Institute of Computer and Information Sciences]**  
**Entrepreneurship Development Project – Mohaa Chocolate Startup:** Developed a comprehensive business plan for a chocolate startup, covering market research, business model, financial planning, break-even analysis, marketing strategy, SWOT analysis, sales force planning, sustainability initiatives, and future growth strategies.
- **Market research survey: cold drinks & Coca-Cola brand analysis: [Institute of Computer and Information Sciences]**  
This project is a **market research study on Coca-Cola** conducted in **Bankura district**. The research aims to analyse consumer preferences, retailer experiences, and distributor perspectives regarding Coca-Cola products. Primary data was collected through surveys involving **62 consumers, 8 retailers, and 5 distributors**, while secondary data was gathered from company reports, websites, and market studies. The project examines customer buying behaviour, brand preference, distribution channels, market challenges, and provides recommendations to strengthen Coca-Cola's market position.

- **Market growth with help of IMC of royal: [Institute of Computer and Information Sciences]**  
This project studies the **Integrated Marketing Communication (IMC) strategy of Royal Enfield**. It analyses how the company uses advertising, digital marketing, events, public relations, and community engagement to build a strong brand image and connect with customers. The project also examines Royal Enfield's target market, communication objectives, media mix, and the effectiveness of its marketing efforts in achieving business growth.
- **Keyword research and clustering for blog optimization: [Webskitters Academy]**  
RentoMojo's main competitors are Furlenco, Cityfurnish, and Rentickle. While all offer furniture rental services, RentoMojo stands out with affordable pricing, flexible rental plans, free maintenance, and complete home furnishing solutions.
- **Topic Research and SEO-Optimized Blog Creation: [Webskitters Academy]**  
This assignment showcases the process of researching, creating, and optimizing an SEO-friendly blog. It covers topic and keyword research, on-page and technical SEO, content optimization, and performance analysis using various SEO tools to improve search visibility and content quality.  
Visit my Blog page: <https://www.bloggercap.info/amazing-reasons-why-all-junk-food-can-make-people-happy/>
- **Off-Page SEO: Backlink Building for PeRx Peptides: [Regem Enterprise]**  
As a Digital Marketing Intern at Regem Enterprise, I worked on off-page SEO activities for the **PeRx Peptides** website. My responsibilities included researching relevant websites and platforms for backlink opportunities, creating **forum profiles**, and participating in **forum posting** activities. I added relevant website links where appropriate to support the website's online presence and search engine visibility.  
  
Through this work, I gained practical experience in **backlink building, forum profile creation, forum posting, link placement, off-page SEO, website research, and maintaining proper records of SEO activities**.

## CERTIFICATIONS

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CLIMATE CHANGE AND DISEASE IN INDIAN STATES USING POWER BI · 2025-12-12

ARDENT COMPUTECH PVT LTD • Credential ID: ARDENT/176807