



ADITYA CHAKRABORTY

Contact Me

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Om Residency Thakurli (East)
421201 Mumbai, India

Birth Date

30/Oct/1988

Other Info

Skills

Digital marketing, E-Commerce,
Managing online store, Search
engine optimization S.E.O, E-mail
Marketing, Google Analytics

Languages

English, Hindi, Marathi, Bengali

Interest

Playing and watching Football,
Cricket and Carrom

Summary

Skilled customer service experience with 6+ years of successful management and leadership experience. Confident communicator with the ability to lead colleagues, respond to customer inquiries, and mediate conflict.

Recently completed the Google Digital Marketing and E-commerce Certificate program- a series of online courses that cover the intricacies of digital marketing and e-commerce.

Education

C.H.M College

2011 - 2012
B.Com (Management)

Mumbai University

2006 - 2007
Higher Secondary Certificate (H.S.C)

Mumbai University

2004 - 2005
Secondary School Certificate (S.S.C)

Experience

GBIM Technologies

March 2023 - June 2023
SEO

Successful completed the internship in SEO Executive

Review and optimize client websites to improve keyword targeting, URL strategies, website architecture, and content.

Collaborate with the development team to implement SEO best practices on newly developed code.

Perform technical SEO activities including generating Schema Markup, sitemap.xml, and manual indexing in GSC.

Ensure proper implementation of canonical tags, lang tags, SSL certificates, and optimize website page load speed.

Manage Google Cache of pages, Favicons, OG tags, broken links, and no-follow attributes in external links.

Set up new client websites in Google Tag Manager, Google Analytics, and Google Search Console, creating tags and goals in GTM.

Create keyword Excel sheets, Meta tags sheets, and review Meta tags for on-page optimization.

Conduct in-depth analysis of new client sites and execute off-page activities such as blog submission, article submission, social bookmarking, directory submission, and business listing.

Unimoni

August 2019 - February 2023

Senior Customer Experience

Going over all the outward remittance requests and authorizing them and moving them

forward in the pipeline. Frequently monitoring the foreign exchange rate and providing

quotes to customers trying to make a foreign payment. Reporting the remittances to the

regulatory authority.

Cognizant Technology Solutions

March 2017 - April 2019

S.M.E (Subject Matter Expert)

Was working as SME (Subject Matter Expert) in Cognizant

Providing floor support and help with complicated issue regarding process.

Connecting with onshore for resolution and updates.

Pulling data from the system creating client report.

Providing feedback to the advisor and auditing the cases.

WIPRO BPS

August 2015 - February 2017

Senior Customer Support

To provide voice support to the AirtelPostpaid Customers (Platinum, SoltaireAnd Gold)

as

per the Airtel norms.

- Help customers to get them the best bill plan as per their requirement, resolve network

and coverage issues, provide new postpaid mobile connections, doing sim change,

arranging sim delivery, etc.


- To assist customers in understanding the 4G devices like IDU, ODU, CPE, Wingle, etc.

along with best possible bill plans for the same.

- Help the customers to troubleshoot different issues regarding the data use for mobile

and 4G device.

- Escalating the issues to the concerned team which cannot be resolved over the call



immediately and doing the follow up for the same till the customer gets his resolution within the stipulated timeline, thus ensuring customer satisfaction.

FIRST SOURCE

February 2014 - June 2015

Senior Technical Support

Supporting customers in BT for Internet and Landlines

Providing support for Hardware components like routers and other devices

Floor walker for the new recruits.

SERCO BPO

February 2013 - October 2013

Technical Support

Customer care technical support over call regarding IP PHONE, LANDLINE

&

TELEVISION