



ARPITA LENKA

Digital Marketing Executive

Contact

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- Bhubaneswar, India

Skills

- Digital Advertising
- SEO | GEO | AEO
- Social Media Marketing(SMO)
- PPC Marketing
- Canva Design
- Content Marketing
- Google Ads | Meta Ads
- Email Marketing
- MS Office
- Performance Marketing
- Lead Generation
- Marketing Strategy
- HTML | CSS | JS | Wordpress

Tools

- Google Search Console
- Google Analytics 4
- Google Keyword Planner
- Canva AI | Flow | Veo | OMNI
- Gemini | ChatGPT | Claude
- SEMrush | Ahrefs
- Insta Edits | Inshorts
- Mailchimp | DeepSeek

Languages

- English | Odia | Hindi

About Me

Digital Marketing professional with an MCA background and hands-on internship experience in Advanced Digital Marketing and AI. Skilled in SEO, Social Media Marketing, Google Ads, Meta Ads, content strategy, analytics, and AI-powered marketing tools, with a strong focus on data-driven campaigns and business growth

Work Experience

Dizital Square, Bhubaneswar (4 Months)

Digital Marketing Intern

Apr 2026– Aug 2026

- Managed and created social media content for Digital Square, Code Kariba, and Cafenza Restro Cafe, including posts, promotional creatives, and campaign content. Lead, mentor, and manage a high- performing marketing team, fostering a collaborative and results- driven work environment.
- Conducted SEO activities, including keyword research, content optimization, and basic website/search visibility improvement.
- Monitored social media and advertising performance to identify opportunities for improving engagement, reach, and campaign effectiveness.
- Used AI-powered marketing and content creation tools to support content ideation, research, copywriting, and campaign planning.

Bright Future Academy, Bhubaneswar (1.6 Year)

Admission Counsellor

Jan 2025 – Jun 2026

- Counselled 1000+ prospective students and parents regarding courses, programs, eligibility, fees, and career opportunities.
- Managed student enquiries and leads through calls, messages, and direct interactions.

Qlith Innovation Pvt. Ltd, Bhubaneswar (2 Months)

Frontend Developer

Oct 2024 – Dec 2024

- Developed and maintained responsive web pages using HTML, CSS, and JavaScript.
- Collaborated with team members to understand project requirements and deliver website features according to business .

Education

2022 – 2024

Biju Patnaik University of Technology (BPUT), Odisha
Master of Computer Applications (MCA)

2019 – 2022

Utkal University, Odisha

Bachelor of Science (B.Sc.)

2017 – 2019

Higher Secondary Education (12th)

Council of Higher Secondary Education, Odisha