

# CHINMAYEE SAHOO



- Bhubaneswar
- 6370945496
- sahoochinmayee66@gmail.com
- LinkedIn: linkedin.com/in/chinmayee-sahoo-454551267

## ■ Objective

A highly motivated MCA student and results-driven professional with experience in HR, Frontend Development, and Digital Marketing. Skilled in SEO, SMO, Email Marketing, and Video Marketing with hands-on experience in content creation, analytics, and lead generation. Seeking a challenging role to leverage my technical skills, digital marketing expertise, and innovative mindset to contribute to organizational growth.

## ■ Experience

### **HR Manager – Cloudedge Technology | Continuing**

- Managed HR activities including recruitment, payroll, and employee engagement.
- Handled social media presence & digital marketing.
- Worked on frontend development tasks.

### **Digital Marketing Intern (SEO, SMO, Email & Video Marketing) – Cloudedge Technology | 1.5 Year**

- Managed SEO campaigns including keyword research, on-page & off-page optimization.
- Handled Social Media Marketing (Facebook, Instagram, LinkedIn).
- Assisted in Email Marketing campaigns (newsletters, promotions, lead nurturing).
- Created and promoted Video Marketing content.
- Used Google Analytics for keyword tracking and content strategy.

### **HR Executive – SP Associate | 2 Years**

- Managed employee relations, payroll, documentation.
- Coordinated corporate meetings and events.

### **Data Mining & Data Handling – Next Level IT Solution | 6 Month**

- Collected, cleaned, and analyzed data using MS Excel.
- Provided insights for business operations.

### **School Administrator – SSVM Nayagarh | 1 Year**

- Managed official records, website updates, and smart class activities.

## ■ Projects

SEO Optimization Project – Improved website ranking by 65% using keyword research & backlinks.

Social Media Campaign – Boosted Instagram & LinkedIn engagement with reels & posts.

Email Marketing Workflow – Designed campaigns achieving 50% open rate & 30% CTR.

Video Marketing – Produced promotional YouTube videos & reels .

Mini Web Development – Built responsive portfolio site with HTML, CSS, JavaScript.

## ■ Education

MCA [Specialization] | 2023–2025

B.Sc. Computer Science (Hons.) | Nayagarh | CGPA: 7.67 | 2020–2023

12th (CHSE) | Unittech Higher Secondary School, Odisha | 2020

10th (CBSE) | Kendriya Vidyalaya Sangathan, Odisha | 2018

## ■ Technical Skills

Digital Marketing: SEO, SMO, Email Marketing, Video Marketing

Programming: Java, Python (Basics), C, C++

Web Technologies: HTML, SQL, DBMS

Tools: Google Analytics, Canva, MS Excel, PowerPoint, Word

## ■ Certifications & Courses

QJ Spider – Software Development (1 Year Training)

Certified in Cloud Computing

Certified in Artificial Intelligence & Machine Learning in Materials Engineering

Certified in Data Science using Python

Certified in Graphic Design (Canva & Adobe Basics)

## ■ Extra-Curricular & Achievements

Radio Jockey & Coordinator – 90.4 Voice of SOA Community Radio.

NCC “C” Certificate Holder.

Organized IoT Workshop & University Radio Events.

## ■ Hobbies & Interests

Content Creation, Event Management, Photo & Video Editing, Guitar, Animations.