



Devidutta moharana

Masters In Digital Marketing & Artificial Intelligence

Being more than 2 years in the field of digital marketing and AI, and having an experience of social media producer for a year, I believe I am comfortable working in a fast-paced environment, managing tight deadlines and juggling multiple priorities simultaneously. Team focused and committed to producing high-quality work products. To seek and maintain full-time position that offers professional challenges utilizing interpersonal skills, excellent time management and problem-solving skills.

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SKILLS

Content Creation

Social Media Analytics

SEO

SMM

SEM

WordPress

Canva

Digital Marketing

Campaign Management

Google Analytics

Team Management

Microsoft Office Tools

Google Ads

Email Marketing

Data Analysis

Project Management

Strong Leadership

Market Research

Social Media Tools

AI Tools

Content Management



WORK EXPERIENCE

Social Media Producer & Analytics - Full Time

72 Dragons Services Ltd

12/2021 - 12/2023

Mumbai

Achievements/Tasks

- Created strategy and performance dashboards across the social media platforms.
- Handling team work to produce strategical outcomes through running social media campaigns like APHA and Cannes Film Festival.
- Using advanced excel techniques to create visualization dashboards that helped to derive business insights.
- Conducted social media audits, analyzing performance metrics, extracting valuable insights and identifying areas of improvement to inform data-driven decision making.
- Created content with Search Engine Optimization (SEO) keywords drawn from Google Analytics, managing campaigns with digital marketing strategies to bring out potential clients on websites and social media platforms.
- Generated stories to reflect current trends and news to pull audience and increasing engagement to our social media platforms.
- Handling social media analytics to optimize platform performance and measure campaign effectiveness, achieving a 20% increase in click-through rates for clients.
- Handling a team of 15 people resources by monitoring daily activities and tracking performance.

Digital marketing Internship - SEO, SEM & SMM

IIM Skills

06/2025 - Present

Delhi

Achievements/Tasks

- Working on all Off-Page SEO aspects such as social media marketing, local SEO listing, link building.
- Associated with all the backlinking that includes social bookmarking, business listing, podcast posting, blog commenting, guest posting, guest blogging, video submission, classified ads, web 2.0, profile creation, image submission, ppt/pdf submission.
- Involved in keyword research checking with the density and volume according to the locations. Ranking keywords using backlinking techniques.
- Working on meta-ads and google ads to promote online courses.



ACHIEVEMENTS

Started my journey as a social media executive and got promoted to social media producer during my work experience.

Successfully completed 3 years of Art and Painting under Lalit Kala Academy.

Got 99th rank in Odisha IIT Talent Hunt.



CERTIFICATE S

Certification in Fundamental of Digital Marketing Course (05/2020 - 05/2020)

Certification in Marketing Analytics Course (05/2020 - 05/2020)

Data Visualization Using Power BI (03/2023 - 03/2023)

Master's Program in Digital Marketing & AI (08/2024 - 05/2025)

Google Ads Certification (05/2025 - 05/2025)



LANGUAGE S

Hindi
Full Professional Proficiency

Odia
Native or Bilingual Proficiency

English
Full Professional Proficiency



INTERESTS

Painting



PROJECTS UNDERTAKEN

Digital Marketing Projects

- Social Media Marketing (SMM) projects related to brand awareness campaign for Coca-Cola on Facebook & Instagram. Meta ads project related to online course promotion.
- Search Engine Marketing (SEM) projects related to a gym promotion that includes keyword research, remarketing and video ads campaign.
- Content writing about Nike's brand that includes creating monthly content calendar and introducing new Nike's air max shoe.
- For OTT ads, creating banner ads, giving video ad concept. creating thumbnails and ideas to run marketing campaign.
- AI tools used in conducting keyword research, market research with ChatGPT, conducting content research, planning and creating social media post and short reels using AI tools.

American Public Health Association - APHA

- Monitoring postings on Facebook and Instagram as per US time zone. Social media postings related to the doctors who are associated with APHA with their descriptions in caption with relatable hashtags.
- Increasing traffic to our company social media pages and websites.
- Monitoring dashboards that provide all the business insights related to engagement and growth of our social media pages.
- Handling social media analytics to find out the white space to optimize social media pages and measure the effectiveness of health campaigns.

Personal Project Contribution Towards Family Business (02/2023 - Present)

- Associated with creating business website using WordPress.
- Creating and working on social media handles.
- Monitoring the growth towards our hospitality business.



EDUCATION

- **10th - ICSE**
SCB Medical Public School
03/2002 - 05/2014 81.83%
- **Degree College - Science**
Stewart Science Junior College
05/2014 - 03/2016 63.66%
- **BBA - Financial Market Honors**
Ravenshaw University, Cuttack
08/2016 - 04/2019 69.59%
- **MBA - Marketing**
ICFAI Business School, Mumbai
05/2019 - 02/2021 7.37 CGPA
- **Master's Program in Digital Marketing & AI**
IIM Skills
08/2024 - 05/2025