

Curriculum Vitae



BJ-149, Sector-2, Salt lake, Kolkata-700091

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Carrier objective: Professional with a strong focus on results who is moving from a lucrative position as a **Loss prevention Analyst** to the exciting domains of digital marketing, web development, and SEO. I offer a distinct viewpoint on improving online performance thanks to my strong analytical mindset, problem-solving skills, and acute attention to detail, which were cultivated via data interpretation and content analysis. I am passionate about creating effective web strategies that raise brand awareness and produce quantifiable outcomes. I am skilled in understanding audience behavior, content engagement, and digital trends. I'm currently honing my skills in **WordPress plannig, Google Analytics, keyword research, website optimization, and on-page and off-page SEO.**

Professional experience:

1. **Seven Boats Infosystem Pvt ltd:** Worked As an Intern Along with Training in Seven Boats Infosystem Private Limited | September 2025 to March, 2026.

Job Profile/Key Sills: **Keyword Research:** Understanding keyword intent, search volume, and competition, **On-Page Optimization:** Optimizing titles, meta descriptions, headers, and image alt text, **Off page optimization:** Link building, outreach, and directory submissions, **Technical SEO:** Knowledge of sitemap, robots.txt, crawlability, and site speed, **Google Search Console & Analytics:** Monitoring site performance, impressions, and clicks., Competitor analysis and

Content Writing & Optimization: Creating SEO-friendly blogs, landing pages, **Wordpress Configuration And Planning**

2. **NCR Voyex (Stoplift Infotech India pvt ltd), Kolkata, India** | March 2019 onwards to June 30, 2025

Designation : Video content analyst (Theft operation : Retail Fraudulent)

Job Profile/Key responsibilities:

- **Sweet hearting** Detection/Scan avoidance: Scan it all method is to be checked
- **Self checkout** loss detection
- **Basket based** loss detection (BOB, MOB, TOB)
- **Real time analysis** of prevention loss using NCR Smart Assist Technology. Artificial intelligence is used to analyse and compare security video data to identify unscanned items at retail and supermarket checkout, detects self-checkout theft, ticket switching, Banana clips and also simultaneously preventing false alerts. Able to make original Suspicious and nonsuspicious clips from the malicious level according to the various rules and behaviour of customers.

Clients : Wall Mart Retail, Morrisons Super Market company, Amazon Retail global, Alnatura Supermarket company, K-Mart multichain stores, United supermarket, Tesco supermarket, Oxford supermarket, 7- Eleven multichain stores.

3. **Hinduja Global Solution (HGS), Bangalore, India** | April 2018 to August 2018

Designation : Customer Relationship Officer

Job Profile/Key responsibilities: Dealing with

- vehicle loan, Microfinance loan, Industrial Loan, Reminder loan

Client : Larsen & Toubro Finance Limited

4. **“Essjay technomeasure pvt ltd, Kolkata India”** | November 2012 to February 2017

Designation : Calibration Engineer

Job Profile/Key responsibilities: Dealing with

- Technical Documentation

- Dealing with NABL audit.

Clients : Astra Zeneca pharma india ltd, Bridge & Roof, Emami pvt ltd , Linde Shyam, Steel india, Linde India ltd(BOC India ltd), DVC Corporation, NTPC Ltd.

Educational qualification :

- Passed **M-Tech** in Applied electronics & Instrumentation from **Heritage Institute of technology** under **West Bengal Institute of Technology** .
- Passed **B-Tech** in Applied electronics & Instrumentation from **Gurunanak Institute of technology** under **West Bengal Institute of Technology** .
- Passed **Higher secondary Examination** From under West Bengal Council Of secondary education .
- Passed **Madhyamik Examination** Under West Bengal Board of Secondary Education.

Activity : Completed Diploma in Hindusthani Classical Music from Bangiya Sangeet Parisad

Hobbies : Singing, Travelling, Cooking, Listening Music

Strengths :

- Eagerness to Learn More
- Perseverance & Honesty
- Able to Work on your own Initiative or as a part of a team.

Language known : English, Bengali, Hindi

It is Hereby Declared that the information Supplied Above is True to the Best of my Knowledge.

Place

Thank You

Date

Poulami Dutta