




Emon Betal

Inquisitive Learner | Self Motivated | Optimistic

 Emon Betal  [emonbetal.com](mailto:emonbetal1@gmail.com)

Contact

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Work Experience

- Founder, Digital Squares**
[Aug 2023 - Present](#)
Facilitated in transition of businesses from traditional operations to the digital space, resulting in enhanced online presence and improved operational efficiency through customised digital marketing solutions.
 - Worked with over 50+ small scale business and brands, across India.
 - Managing a team of 12 members, overseeing end-to-end operations, client management, contributing to overall startup growth.
- Research & Communication Manager, Ganges Art Gallery Publication**
[April 2024 - Oct 2024](#)
 - Managed end to end communications with over 50+ heritage eateries in Kolkata, establishing contacts for data collection and fact verification.
 - Reframed the manuscript for the publication, ensuring accuracy through comprehensive fact-checking and editorial improvements.
 - Led the photography team, coordinating efforts to collect relevant images and visual content for the 'Calcutta Heritage Food' book.
- Event Management Intern, Gameplan Sports Private Ltd.**
[Dec 2023 - Jan 2024](#)
Contributed for the Tata Steel Kolkata Literary Meet 2024, one of the leading literary festivals in India.
 - Assisted the communications team prior to the event to prepare documents and kits for 150+ national & international delegates.
 - Assisted several delegates like *Sudha Murty, Abdulrazak Gurnah, Damon Galgut, Prahlad Kakar, Sebastian Faulks*, supporting the on-ground team to ensure seamless event operations for 100+ sessions.
- Researcher, Center For Advocacy and Research (CFAR)**
[Aug 2023 - Sep 2023](#)
Worked as a research volunteer for the book 'Health Heritage of Bihar: A Glimpse' published by Health Department, Government of Bihar and supported by Bill & Melinda Gates Foundation.
 - Conducted research and literature review on the list of hospitals, dispensaries and other medical institutions in Bihar established in between 1847-1947.
- Research Intern, Indian Army Eastern Command - Fort William**
[June 2023 - July 2023](#)
Authenticated content and images of Gallery One of the Fort William Museum, ensuring historical accuracy and detail in exhibits.
 - Conducted in-depth literature review, created a detailed research bank.
 - Identified 4 major research gaps and collected data to support it.

Educational Background

- BSc. in Media Science | MAKAUT**
The Heritage Academy, Kolkata - [2021 - 2024](#)
CGPA - 8.70 / 10
- Indian School Certificate Examination (Class - XII)**
Ratnakar North Point School, Howrah - [2019 - 2021](#)
Science Stream: 85.75%
- Indian Certificate Of Secondary Education (Class - X)**
Don Bosco Liluah, Howrah - [2007 - 2019](#)

Skills

Technical Skills

- Team Collaboration
- Requirement Analysis
- Project Management
- Strategic Planning
- Risk Management
- Research & Data Analysis
- Event Management

Tools/Software

- Google Workspace
- Gemini
- Notion
- Adobe Creative Cloud
- Google Analytics

Languages

- English
- Hindi
- Bengali
- French

Certification/ Courses

- Foundations of Project Management *at Google, Coursera* - [July 2023](#)
- Foundation of Digital Marketing and E-commerce *at Google, Coursera* - [Jan 2023](#)
- The Fundamentals of Digital Marketing *at Google Digital Unlocked* - [Sep 2020](#)

Scholarships

- L'Oréal BOOST Scholar 2023
- L'Oréal BOOST Scholar 2022
- HDFC Ltd's Badhte Kadam Awardee 2021-22

Awards & Achievements

- Winner of Ad Adda 2022 for 'MAX Fashion' Brand Pitch. (Inter-college)
- 1st Runners Up at Brand Pitch, event was judged by Group Head of MSL India. (Inter-college)
- Selected for Microsoft GIVE Program, received 1:1 mentorship from Microsoft Team India.
- Worked with several NGO's - PETA, Peepal Farm, Aview, Meher.

Interests

- Photography
- Travelling
- Animal Caregiver
- Filmmaking