

ROHIT AUDDY

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Highlights

Content Marketer | Experienced Linguist | Translation and Localization Expert | Conversational AI and NLU Enthusiast | Data Annotation and Labelling Specialist

I am a versatile Data and Marketing Specialist with over 5 years of experience across AI, media, and technology industries. I excel in SEO, content marketing, data annotation, and AI-driven tasks like NLU and NER tagging, with a proven track record of enhancing digital presence and optimizing machine learning models.

My expertise in translation, localization, and multimedia content creation, combined with my passion for innovation and continuous learning, drives impactful results.

WORK EXPERIENCE

Somya Translators Pvt. Ltd.

July 2023 - Present

Designation - Bengali Linguist • Freelance

Roles & Responsibilities:

- Translated and localized content between English and Bengali, ensuring cultural and linguistic accuracy.
- Reviewed and proofread materials to maintain consistency and high-quality standards.
- Assisted in adapting content for Bengali-speaking audiences, considering cultural nuances.

Neuralgo Software India Pvt. Ltd.

October 2023 - August 2024

Designation - Content Marketing Manager • Full-Time

Roles & Responsibilities:

- Managed SEO strategies to improve organic search rankings and website traffic.
- Handled social media management, driving engagement and brand awareness.
- Designed graphics and visual content for marketing campaigns.
- Edited promotional videos and other multimedia content.
- Managed and updated WordPress websites.

- Developed and maintained company websites to enhance user experience.

Saarthi.ai

August 2022 - June 2023

Designation - ML Data Associate • Full-Time

Roles & Responsibilities:

- Translated and localized content in Bengali for internal usage and data generation.
- Tested and optimized BOT performance for various clients.
- Conducted NLU (Natural Language Understanding) and NER (Named Entity Recognition) tagging.
- Analyzed call quality and chat interactions for continuous improvement.

Upjao

Jun 2022 - November 2022

Designation - Data Annotator • Part-Time

Roles & Responsibilities:

- Sorted and organized offline agricultural data for analysis.
- Annotated and labeled agricultural data to train machine learning models.

AI Workspace (Globsyn)

June 2020 - March 2022

Designation - Process Analyst • Full-Time

Roles & Responsibilities:

- Conducted text, image, and video annotation for various AI projects.
- Worked with clients like Airbnb on listing categorization and verification.
- Participated in the Amazon Textract project for text annotation on invoices, receipts, and documents.
- Annotated NFL (National Football League) video content, specifically creating bounding boxes around player helmets.
- Carried out object annotation tasks for different projects, ensuring high accuracy.

sjDfreak.in

July 2019 - August 2020

Designation - Content Writer & Web Developer • Freelance

Roles & Responsibilities:

- Wrote and published tech blog posts focused on the latest trends, reviews, and tutorials.
- Designed and created two websites: sjdfreak.in and dopeddeal.in.
- Ensured websites were user-friendly, responsive, and optimized for SEO.
- Collaborated with the team to create engaging content that attracted and retained visitors.

EDUCATION

Patha Bhavan - *Kolkata, West Bengal*

Secondary – WBBSE, 2013

Silver Point School - *Kolkata, West Bengal*

Higher Secondary – WBCHSE, 2015

Bangabasi Morning College - *Kolkata, West Bengal*

B.Com – University of Calcutta, 2018

Hi-Tech Film & Broadcast Academy - *Kolkata, West Bengal*

Diploma in Film Editing & VFX - 2020

SKILLS

- **Marketing** - SEO, Digital Marketing, Social Media Marketing, Content Writing, Graphics Designing, Video Editing, Content Management
- **AI & Machine Learning** - Data Annotation, Data Labeling, Data Validation, Data Sourcing, Data Tagging, Data Entry
- **Language Services** - Translation, Localization, Proofreading
- **MS Office** - Word, Excel, Powerpoint, Outlook, Access, OneNote
- **Google** - Docs, Sheets, Forms, Slides
- **Others** - Adobe Premiere Pro, WordPress, Task Management, Research, Problem Solving

CERTIFICATIONS

Check out: <https://rohitauddy.in/about>