

# AISHWARYA GUPTA

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## PROFESSIONAL SUMMARY

Results-driven Marketing Associate with 1+ years of hands-on experience delivering end-to-end B2B and B2C campaigns. Skilled in SEO optimization, influencer marketing, content strategy, and performance analytics. Proven ability to manage 15+ creator partnerships, build data-driven campaign reports, and collaborate cross-functionally to drive measurable brand growth and customer acquisition. Analytical mindset focused on continuous optimisation and ROI.

## TECHNICAL SKILLS

### Marketing & Growth

SEO Optimization, Content Strategy & Development, Performance Marketing, A/B Testing, Campaign Management, Marketing Automation, Customer Acquisition, Brand Partnerships, Growth Hacking, Influencer Marketing, Creator Outreach & Communication, Content Calendar Planning

### Analytics & Research

Google Analytics, Data Analysis, Market Research, Competitive Analysis, User Behaviour Analysis, Performance Metrics, KPI Tracking, Trend Analysis, Customer Segmentation, MS Excel (Advanced), Campaign Reporting & Dashboards

### Business & Product

User Stories, Requirements Gathering, Stakeholder Management, Product Marketing, Go-to-Market Strategy, Cross-Functional Collaboration, Project Management, Customer Journey Mapping

### Digital Tools

Social Media Platforms (Meta, LinkedIn, Instagram), CRM Systems, Content Management Systems, Email Marketing Tools, SEO Tools (SEMrush, Ahrefs), Canva, Basic Video Editing, MS Office Suite

## PROFESSIONAL EXPERIENCE

### Marketing Associate

Dec 2024 – Nov 2025

Javin | Delhi, India

- Executed end-to-end marketing campaigns across B2B and B2C channels, implementing SEO best practices and content strategies that enhanced organic search visibility and drove qualified traffic.
- Managed influencer and creator communication — including content briefings, calendar coordination, and performance tracking — for 15+ active partnerships, resulting in increased engagement and brand visibility.
- Conducted comprehensive channel and audience research, analysing engagement metrics and demographics to optimise campaign targeting and conversion rates.
- Developed detailed campaign reports with actionable insights; built and maintained internal tracking dashboards to monitor ROI and campaign progress, improving reporting efficiency by 30%.
- Led cross-functional collaboration with creative, sales, and product teams to translate brand briefs into effective, aligned marketing strategies and go-to-market plans.
- Implemented performance tracking frameworks enabling agile adjustments and continuous improvement across all marketing initiatives.

### Marketing Intern

Sep 2024 – Nov 2024

AndPurpose | Delhi, India (Hybrid)

- Supported marketing initiatives by conducting market research and competitor analysis to identify growth opportunities and inform campaign positioning and messaging.
- Assisted in SEO-optimised content creation and social media management, contributing to brand awareness and audience engagement campaigns.
- Collaborated on user story development and customer journey mapping to refine targeting strategies and improve conversion funnels.

### Marketing Intern

Feb 2024 – Mar 2024

DE CHEVALERIE en Rouge | New Delhi, India

- Developed and executed social media content strategy for luxury fashion brand, driving increased follower engagement and brand awareness across platforms.
- Conducted market research and trend analysis to identify strategic campaign opportunities and optimise the content calendar based on audience preferences.
- Collaborated with design and merchandising teams to maintain consistent brand voice and visual identity across all customer touchpoints.

## LEADERSHIP & EVENT MANAGEMENT

### Vice President – College Society

2022 – 2024

Maharshi Dayanand University | Delhi, India

- Led and managed a high-performing team of 22 members, overseeing event planning, marketing initiatives, and society operations.
- Spearheaded planning and execution of large-scale college events including cultural festivals, workshops, and networking sessions — managing end-to-end logistics and vendor coordination.
- Directed creative vision for event branding, managed budgets, negotiated with vendors, and optimised resource allocation to deliver high-quality events cost-efficiently.
- Developed and executed marketing campaigns utilising social media, campus outreach, and creative promotional materials to maximise attendance and engagement.
- Mentored team members and coordinated cross-functionally with faculty, administration, and external partners to secure sponsorships and support.

## EDUCATION

### Bachelor of Business Administration (BBA)

Maharshi Dayanand University, Delhi, India

Major: Business Administration & Management | Graduated 2025

#### Relevant Coursework:

Marketing Management, Business Analytics, Strategic Management, Digital Marketing, Consumer Behaviour, Data Analysis

## VOLUNTEER

### Teacher

eVidyaloka Trust | Delhi, India

Jan 2023 – Dec 2024

Volunteered as a teacher, mentoring students and improving participation through interactive learning methods. Supported educational initiatives through community outreach and volunteer coordination.

## KEY ACHIEVEMENTS

- Successfully managed 15+ influencer partnerships with improved engagement rates and on-time delivery across all campaigns.
- Developed comprehensive campaign tracking systems that improved internal reporting efficiency by 30%.
- Spearheaded integrated multi-channel marketing strategies that expanded market reach and brand visibility in competitive segments.
- Demonstrated expertise in managing multiple simultaneous campaigns while consistently maintaining quality standards and deadlines.