

# CHESHTA GUPTA

*Digital Marketer*

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## PROFESSIONAL SUMMARY:

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Aspiring Digital Marketer passionate about online branding and performance marketing. Skilled in social media management, content planning, SEO fundamentals, and ad campaign execution. Seeking an opportunity to grow while delivering impactful digital solutions.

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## EDUCATION:

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<b>Institute of Management Studies, Ghaziabad</b>	12/2020 – 08/2022
<i>Master of Computer Applications</i>	Ghaziabad
Percentage = 75%	
<b>SGIT School of Management, Ghaziabad</b>	08/2017 – 09/2020
<i>Bachelor of Computer Applications</i>	Ghaziabad
Percentage = 72%	

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## TRAINING:

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**NIIT Foundation**  
*Digital Marketing*

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## EXPERIENCE:

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<b>Big Language Solutions</b>	03/2024 – 07/2025
<i>Quality Analyst</i>	Full Time
<b>Job Responsibilities:</b>	On-site
<ul style="list-style-type: none"><li>• Review and validate OCR-extracted and typeset documents for accuracy, formatting, layout consistency, and compliance with project specifications using PDF comparisons.</li><li>• Format and structure extracted data in <b>MS Word</b>, closely replicating the original source PDF layout, and ensure accurate document organization and storage.</li><li>• Report OCR or process-related issues to the Supervisor/Manager while maintaining strict confidentiality and data security standards.</li></ul>	
<b>Infosys BPM</b>	09/2021 – 04/2022
<i>Technology Support Executive</i>	Full Time
<b>Job Responsibilities:</b>	Remote
<ul style="list-style-type: none"><li>• Writing up weekly progress reports.</li><li>• Maintaining relationships with external stakeholders as well as staff.</li><li>• Answering all queries politely and on time.</li></ul>	

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## SKILLS:

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- Web Designing (HTML & CSS)
- MS Office
- Social Media Marketing
- SEO
- Google Analytics
- SEM
- Email Marketing


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## ACADEMIC PROJECTS:

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### Online Cake Ordering System

The purpose of this project is to create a website named Tasty Cakes that will allow users to order cake of their choice, shape & flavor through internet from anywhere & anytime.

 <https://github.com/Cheshta300899/Tasty-Cakes>

### Sales Analyzing System

The purpose of this project is to create a comprehensive sales dashboard for a CG E-Commerce Store, enabling data-driven decision-making as well as improving user experience.

 <https://github.com/Cheshta300899/CG-E-Commerce-Store-Dashboard>

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## CERTIFICATIONS:

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- ❖ Certified IT Specialist (HTML & CSS)
- ❖ Certified Digital Marketing Expert

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## HOBBIES:

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Listen Music | Internet Surfing