

CHESHTA GUPTA

Digital Marketer

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📅 1999-08-30

PROFESSIONAL SUMMARY:

Creative and detail-oriented Digital Marketer with a passion for online branding and performance marketing. Experienced in social media handling, content planning, SEO fundamentals, and ad campaign execution. Looking for an opportunity to grow and deliver impactful digital solutions.

EDUCATION:

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

EXPERIENCE:

Big Language Solutions

03/2024 – 07/2025

Role: Project Coordinator

Designation: Quality Analyst

Job Type: Full Time

Job Responsibilities

- Review and inspect typeset documents for accuracy, layout consistency, formatting errors, and adherence to project specifications via PDF comparison.
- Format the extracted data using MS-WORD and mirror the layout as much as possible with the source pdf.
- Assist in organizing and maintaining document management systems by ensuring accurate filing and storage of extracted data.
- Report any issues or concerns regarding the OCR software or process to the OCR File Extraction Supervisor/Manager.
- Maintain confidentiality and security of all documents and extracted data.

Infosys BPM

09/2021 – 04/2022

Role: Process Executive

Designation: Technology Support Executive

Job Type: Full Time

Job Responsibilities

- Writing up weekly progress reports.
- Maintaining relationships with external stakeholders as well as staff.
- Answering all queries politely and on time.

SKILLS:

◎ Web Designing

-  HTML
-  CSS

◎ SEO

◎ SEM

◎ MS Office

◎ Google Analytics

◎ Email Marketing

◎ Social Media Marketing

HOBBIES:

◎ Listen Music

◎ Listen Music

ACADEMIC PROJECTS:

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>

CERTIFICATIONS:

IT Specialist (HTML & CSS)