CHESHTA GUPTA

Digital Marketer

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PROFESSIONAL SUMMARY:

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.

EDUCATION:

Institute of Management Studies, Ghaziabad   12/2020 – 05/2022
Master of Computer Applications   Ghaziabad
Percentage = 75%

SGIT School of Management, Ghaziabad   08/2017 – 07/2020
Bachelor of Computer Applications   Ghaziabad
Percentage = 72%

EXPERIENCE:

Big Language Solutions   03/2024 – 07/2025
Quality Analyst   On-site
Job Responsibilities:

- Review and validate OCR-extracted and typeset documents for accuracy, formatting, layout consistency, and compliance with project specifications using PDF comparisons.
- Format and structure extracted data in **MS Word**, closely replicating the original source PDF layout, and ensure accurate document organization and storage.
- Report OCR or process-related issues to the Supervisor/Manager while maintaining strict confidentiality and data security standards.

Infosys BPM   09/2021 – 04/2022
Technology Support Executive   Remote
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)
- MS Office
- Social Media Marketing
- SEO
- Google Analytics
- SEM
- Email Marketing

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-Sales-Dashboard

CERTIFICATIONS:

Program Completion Certificate in Digital Marketing by NIIT Foundation

HOBBIES:

Listen Music | Internet Surfing