

SHRUTI GUPTA

4/16/125 Awadhपुरi Colony, Ayodhya, 224001 | +91 7565063154 | gshruti07486@gmail.com
| <http://linkedin.com/in/shruti-gupta-a9055822a> | <https://github.com/Shruti231202>

EDUCATION

B.Tech in Computer Science & Engineering

Nov 2022 - Present

- **Percentage: 81.6%**

SRMCEM, Lucknow

Senior Secondary (XII) – Science

2021

- **Percentage: 84.6%**

Jingle Bell Academy

Secondary (X)

2019

- **Percentage: 93.5%**

Udaya Public School

WORK EXPERIENCE

SEO & E-Commerce Intern

Oct 2024 – Dec 2024

House of Kewat (Remote)

- Led competitor analysis and SEO optimization, boosting organic traffic and identifying content gaps.
- Proposed and designed new features (Community & Custom Fits) to enhance user engagement.
- Analyzed user behavior to suggest UI/UX improvements and conducted usability testing.
- Researched bridal trends and curated catchy product names to improve click-through rates.

PROJECT

Personal Portfolio Website

Tech Stack: HTML, CSS, JavaScript

- Built a responsive portfolio website to showcase skills, projects, and contact info.
- Implemented smooth scrolling, mobile-friendly navigation, and a chatbot toggle.
- Integrated a functional contact form with Formspree.
- Hosted live on GitHub Pages.
- Github Link: <https://github.com/Shruti231202/Portfolio>
- Netlify Link: <https://gshrutiportfolio.netlify.app/>

To-Do List App (Java)

- Developed a console-based task manager using Java, OOP, and file persistence.
- Designed reusable classes with exception handling for smooth task operations.
- Link: <https://github.com/shruti231202/ToDoListApp>

SKILLS

Technical Skills

- **Programming Languages:** Python (Pandas, NumPy, Scikit-learn), C, Java, JavaScript, HTML, CSS.
- **Web Development:** Front-End (HTML, CSS, JavaScript), Basic Backend (Python, Flask).
- **Data & Analytics:** Data Science, Machine Learning, Data Visualization (Power BI), Data Structures & Algorithms (DSA).
- **Software Tools:** Power BI, Google Analytics, SEO Tools, Chatbots.

Soft Skills

- Problem Solving | Communication | Team Collaboration | Client Interaction | Content Strategy

TRAININGS/CERTIFICATIONS

- IBM Data Science Certification | (Sep 2024)
- IBM Big Data 101 | (2023)
- IBM Python 101 for Data Science | (2023)
- IBM Cloud Essentials V3 | (2023)
- Introduction to HTML & CSS | IBM (2023)
- Digital Marketing Certification | Younity.in (Jan 2022 – Feb 2022)

Google Drive - https://drive.google.com/drive/folders/1TjbTPtI6yqusrf_h6tFwG8ORXx0ZG1Oe?usp=sharing