

# UPASNA CHOUDHARY

## Website & Digital Marketing Specialist

### CONTACT

- 2040028194
- upasnachoudhary32@gmail.com
- 290A Yaldhurst Road Avonhead Christchurch
- <https://upasnac.github.io/upasna-choudhary.github.io/>

### EDUCATION

- 2015 - 2018  
PUNJABI UNIVERSITY INDIA
  - Master of Computer Applications
- 2012-2015  
GURU NANAK DEV UNIVERSITY
  - Bachelor of Computer Application

### TECHNICAL/ DIGITAL SKILLS

- WordPress (CMS)
- SEO (On-page) / UX
- Google Analytics (Basic)
- Salesforce (CRM)
- ChatGPT / Canva
- TypeScript / JavaScript
- Angular / React
- HTML / CSS / Tailwind CSS
- Git
- Agile / Scrum
- RESTful APIs

### PROFILE SUMMARY

Website & SEO Specialist with strong technical and digital marketing experience, specialising in website management, UX optimisation, SEO-focused content, and performance analytics. Proven ability to improve website usability, support digital campaigns, and use data-driven insights to increase engagement and conversions.

### WORK EXPERIENCE

#### Ruby Housing Property Management AUG 2024 - MARCH 2025 Website & Digital Marketing Coordinator

- Managed and updated website content to ensure accuracy, usability, SEO best practices, and brand consistency.
- Improved website performance and user experience (UX) to support lead generation and conversions.
- Supported digital advertising and social media campaigns by creating aligned web content and landing pages.
- Created SEO-friendly content (text and video) for websites and social platforms to improve engagement.
- Monitored website performance and user behaviour to identify optimisation opportunities.
- Supported marketing and communications activities across multiple digital channels.

#### Geospatial Research Institute NOV 2023 - FEB 2024 Software Developer Research Assistant

- Worked with complex data and digital platforms, analysing performance and resolving technical issues.
- Collaborated with cross-functional teams to deliver digital projects within fixed timelines.
- Used data-driven decision-making to improve system usability and performance.
- Communicated insights and progress through regular reporting to stakeholders.



## REFERENCE

**KIM WILLEMS (MANAGING  
DIRECTOR)**

Ruby Housing

### **Habitat for Humanity New Zealand**

April 2023- October 2023

#### IT Support

- Monitored web performance and handled troubleshooting issues.
- Provide technical support to end users and resolving issues, assisted with network/server admin tasks.
- Enter and update data into the Salesforce CRM System accurately and efficiently.
- Assisted with website troubleshooting and performance monitoring.

### **Tricky Web Solution India**

MARCH 2021 - DEC 2022

#### Full Stack Developer

- Designed and implemented web applications along with third party integrations for customer-facing projects.
- Deliver engaging user experience through optimization of images, code cross - browser compatibility and integrating restful apis.
- Ensure efficient web development by supporting designers and app developers while resolving website performance issues.

### **Kindlebit Solutions India**

MAR 2019 - FEB 2021

#### Frontend Developer

- Evaluated and Improved existing web applications under mentor supervision.
- Coordinate with the web development team to design user interfaces for client websites using HTML, JavaScript, Angular and React.
- Partnered with web developers and software developers to create a mobile applications which includes back-end development and UI design.
- Worked on Linux Operating Systems and Visual Studio.