

UPASNA CHOUDHARY

Website & Digital Marketing Specialist

CONTACT

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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.