Priyanshu Gupta

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ABOUT ME.

I am a creative and enthusiastic individual with a strong interest in marketing, design, and brand development. With experience in content creation, SEO, and customer engagement, I enjoy building campaigns that connect with people and increase brand awareness. I am excited to bring my skills to Kalvin Clein and help create marketing strategies that stand out in today's fast-paced environment. I thrive in creative settings and am always eager to learn new ways to improve my work and contribute to the success of the team.

KEY COMPETENCIES

Front-End Development : Proficient in HTML, CSS, and JavaScript, creating visually appealing and responsive websites that enhance user experience.

- **Digital Marketing:** Strong understanding of SEO, content marketing, and social media strategy to drive traffic and increase brand visibility.

Brand Development: Skilled in managing brand identities and messaging to build strong customer loyalty and enhance brand recognition.

CERTIFICATIONS

Fundamentals of Digital Marketing

- This certification Gained Foundational understanding of digital marketing strategies and tools. Learned key area, including SEO, SEM, email marketing, content marketing and social media strategies. Gained Insights on creating effective marketing campaigns across various digital platform

Database Administration Oracle

- This certification covers key skills such as database design, performance tuning, and an in-depth understanding of PL/SQL for managing data efficiently. Proficiency in SQL ensures strong command over querying, while regular monitoring and maintenance keep databases optimized and secure.

WordPress

- This certification demonstrates expertise in using WordPress as a CMS platform. It involves managing plugins, themes, and website customization. Additionally, the skills include SEO optimization to improve website visibility and performance on search engines, ensuring user-friendly content management.

Cyber Security

- This certification focuses on protecting systems and networks from cyber threats. Key skills include network security, threat detection, vulnerability analysis, and data encryption. It emphasizes best practices for implementing security protocols, firewalls, and intrusion detection systems to safeguard sensitive data.

EDUCATION

Bachelor of Business Administration
Tulas Institute Percentage: 68%
Year: 2022-2025

Intermediate (XII)
Central Board of Secondary Education
Percentage: 72%
Year: 2022

Matriculation (X)
Central Board of Secondary Education
Percentage: 68%
Year: 2020

EXTRACURRICULAR ACTIVITIES

Workshops and Competitions
Actively participated in college workshops like hackathons to improve problem solving skills.

Hobbies
Playing chess & Badminton, Manga reading, swimming

Sports
Participation in team sports or individual competitions highlights teamwork, discipline, and time management skills.