**RUCHIKA GUPTA**

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**OBJECTIVE**

To achieve excellence in Digital Marketing through continuous learning and innovative work. To be in healthy futuristic working environment where i have the opportunities to learn and enhance my knowledge. At the same time, i am keen on bringing measurable results to clients using different techniques of Digital Marketing.

**Professional Profile**

Completed Digital Marketing Certification from DSIM (Delhi school of internet marketing).

Skills:

* Website Planning & Creation
* Basic knowledge of HTML
* SEO
* SEM, Google adwords, Bing, Knowledge of managing paid campaign on facebook.
* Social Media Marketing through facebook, Twitter, Pinterest, Linkedin, Google+
* Youtube video creation
* Email Marketing through Mail Chimp
* Lead generation
* Basic Knowledge of Affiliate Marketing
* Project Management
* Client Servicing

**Experience with Tools:** Google Trends, Google analytics, SEO Moz, Google Webmaster tool, Bing webmaster tool, Link analysis tools, competitor analysis tools and keyword research tools.

**Responsibilities and Achievements:**

* Conducting keyword research
* Creating, managing and editing content in a web-based environment.
* Uploading website content using content management systems
* Monitoring social media channels for trends and opportunities.
* Develop title tag, description meta tags, relevant photo alt tags
* Improving site speed.
* Doing on-page and off-page SEO
* In depth knowledge of infographic submission, directory submission, video submission, youtube seo, blog submission (http://netgear-routersupport.tumblr.com/), managing page on facebook, company page on linked, web traffic analysis etc.

**WORK EXPERIENCE**

April 2016- Current

* Working with Perceptive Consulting Solutions a UK based Software Company as Seo Executive and handling the following prospects.

SEO & SMO:

* + - Performing On Page & Off page Seo in coordination with elements to improve website positions with targeted keywords.
    - Creating and implementing Search Engine Optimization (SEO) strategies for multiple clients.
    - Develop title tag, description meta tags, relevant photo alt tags.
    - On-Page optimization by managing content and keyword.
    - Optimizing website to increase traffic.
    - Liaise with the designers and developers to improve everything related to the website, user experience, and internet presence of the businesses.
    - Content marketing activities for effective link building, keyword targeting and improving overall relevance of the website.
    - Optimizing Social Media efforts for the businesses engage and increase fans and following.
    - Prepare and present monthly reporting to clients.

SEM:

* + - Managing Pay Per Click (PPC) campaigns in Google Adwords
    - Keyword research, ad grouping, writing ad to maximize conversions, clicks and CTR.
    - Improving Quality Score of the keywords.
    - Making recommendations on landing pages.
    - Daily monitoring of traffic and profit performance of Pay-Per-Click (PPC)

Client Service:

* + - Collecting feedback from clients and sharing the insights for development
    - Handling Queries of Clients and fixing issues through proper co-ordination
    - Coordinating with clients via Skype, email or phone calls.
    - Building and managing strong relationships with clients with regards to online digital projects

September 2008--January 2016

* Worked with Market Xcel data Matrix Pvt. Ltd. **a leading** **Market Research firm** as a **Client Servicing Senior Executive**(International Team) and handling the following aspects:-
* Preparing Quotation for varied industry RFQ’s (considering both, own and client’s budget constraints) and serviced client from A to Z of a project, with regular client coordination and interaction.
* Giving accurate information to client within a reasonable timeframe.
* Ensuring that Survey forms and documents are completed fully and in detail.
* Co-ordination with all internal departments and branch offices to ensure smooth flow of day to day jobs and timely delivery of projects.
* Development of survey screeners and questionnaires.
* Communicate expectations and establishes deadlines with the team members.
* Brief the teams on operation standards.
* Implementation of Quality standards.
* Managing data using SPSS and Ms. Excel (Pivot Chart/Tables, Vlookup etc).

Client Management:   
• Understanding the criticality of client and their brand/product/service to be researched.  
• Conceptualize research & communication project ideas for clients.  
• Maintaining strong client relationship by understanding them and their research requirement  
• Retaining the client for long term, by meeting realistic client’s expectations in terms of efficiency, accuracy and professionalism of response.  
• Planning and organizing all project considering practical scenarios  
• Sincere, focused and result oriented with total commitment to organization’s objectives, possessing analytical and reasoning skills.  
  
Team & Project management:   
• Forecasting the pro’s and con’s in a project and finding solution for better implementation and execution of resources and services by the subordinates.  
• Determined to complete goals in time.  
• Strong organizational skills, interpersonal skills, ability to handle multiple tasks and thrive in a challenging environment.  
• Team Person (working for and with the team).  
• Keen aptitude for learning and productively applying new knowledge resourcefully.

**Researches handled:**

* Quantitative (f2f, telephonic, CLT),
* Online (CATI, CAWI)
* Qualitative (IDI, FGD, MS, HV, Workshops, HUT, Concept Testing, Ethnographies, etc.)
* Basic Desk Research.

**Sectors served:**   
Automobiles and Components, Consumer Durables and Apparel, Consumer Services, Retailing, Food & Beverage, Health Care, Household Products, Media, Pharma, Real Estate, Software & Services, Telecommunication Services, etc.

**ACADEMIC**

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| --- | --- | --- |
| **M.Sc Applied Operational Research**  University of Delhi | 2008 | 82% |
| **B.Sc (Hons) Statistics**  University of Delhi | 2006 | 74% |
| **12th (PCM)**  CBSE Board | 2003 | 74% |
| **10th**  CBSE Board | 2001 | 69% |

**OTHER STRENGTHS AND SKILLS**

• Technology savvy  
• Excellent communication skills  
• Ability to work on multiple tasks at one time  
• Strong analytic and organizational skills

**TECHNICAL FORTE**

Office Tools MS Office (Word, Excel, Powerpoint, Outlook)

**PERSONAL DETAILS**

Date of Birth 9th June 1986

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Marital status Married