

# Anshul Gupta

Sr. Digital Marketing Manager

## Contact

### Address

Ahmedabad

### Phone

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DOB – Dec.4<sup>th</sup> 1984

### LinkedIn

<https://www.linkedin.com/in/anshul-gupta-a4445562/>

## Skills

Digital Marketer

Conversion Optimization

SEM trend knowledge

Strategic Planning

Team Building

## Languages

Hindi

English

To expand and enhance my skills in innovative ways within an environment that nurtures Creativity, Free Thinking, presents extreme challenges and impacts personal and professional growth.

## Work History

2023-12 to  
Till Date

### Sr. Digital Marketing Manager

Funnel Simplified Pvt. Ltd.

- Managing Team.
- Creating Strategy for Conversion Optimization
- Strategy Creation for International Clients.
- Presales calls with client.
- Online Marketing/Digital Marketing.
- Assigning task to team.
- Reporting/ Review of task.
- Assigning weekly objects.
- Helping to achieve weekly objects.
- Help in completion of tasks of team.
- Reporting in all PMS like Asana, Slack etc.
- Communication with client.
- Weekly, monthly reporting.
- Training providing to team.
- Campaign Creator, Lead Generation through Online Marketing/Digital Marketing, Performance Marketer.
- Search Engine Optimization (SEO), Search Engine Marketing (SEM), Google Ads/Pay Per Click, Email Marketing, Social Media Marketing, Campaign Creation.
- Branding and Organization Reputation Management.
- Implementation of all marketing plans traditional as well as digital.

2022-10 to  
Till Date

## **Digital Marketing Lead**

iFlair Web Technologies Pvt.Ltd.

- Handling Team.
- Strategy Creation for International Clients.
- Presales calls with client.
- Online Marketing/Digital Marketing.
- Assigning task to team.
- Reporting/ Review of task.
- Assigning weekly objects.
- Helping to achieve weekly objects.
- Help in completion of tasks of team.
- Reporting in all PMS like Asana, Slack etc.
- Communication with client.
- Weekly, monthly reporting.
- Training providing to team.
- Campaign Creator, Lead Generation through Online Marketing/Digital Marketing, Performance Marketer.
- Search Engine Optimization (SEO), Search Engine Marketing (SEM), Google Ads/Pay Per Click, Email Marketing, Social Media Marketing, Campaign Creation.
- Branding and Organization Reputation Management.
- Implementation of all marketing plans traditional as well as digital.

2021-10 to  
2022-09

## **Sr. Marketing Executive**

*Zobi Web Solutions Pvt. Ltd. Ahmedabad, Gujarat*

- Online Marketing/Digital Marketing.
- Campaign Creator, Lead Generation through Online Marketing/Digital Marketing, Performance Marketer.
- Search Engine Optimization (SEO), Search Engine Marketing (SEM), Google Ads/Pay Per Click, Email Marketing, Social Media Marketing, Campaign Creation.
- Branding and Organization Reputation Management
- Implementation of all marketing plans traditional as well as digital

2017-03 to  
2021-10

## **Sr. Marketing Executive**

*Simple Logic IT Pvt. Ltd. Mumbai, Maharashtra*

- Online Marketing/Digital Marketing.
- Campaign Creator, Lead Generation through Online Marketing/Digital Marketing, Performance Marketer,
- Search Engine Optimization (SEO), Search Engine Marketing (SEM), Google Ads/Pay Per Click, Email Marketing, Social Media Marketing, Campaign Creation.
- Branding and Organization Reputation Management
- Implementation of all marketing plans traditional as well as digital

2014-06 to  
2017-02

### **Marketing Executive**

*Find UR Class.com Services Pvt. Ltd., Mumbai, Maharashtra*

- Digital Marketing, Performance Marketer.
- SEO, SEM, PPC, Email Marketing, Social Media
- Implementation of all marketing plans traditional as well as digital
- Responsibility of internal marketing as well external marketing

2011-12 to  
2014-05

### **Marketing Consultant**

*Coface India Credit Management Services, Mumbai, Maharashtra*

- Generate the revenue which is based on space selling
- Email marketing
- Lead Generation through different marketing channels
- Understanding SME's International Market promotion needs, expectations; trying to bridge the gap between Needs & Solution

2008-08 to  
2010-11

### **Business Development Executive**

*Alibaba.com, Mumbai, Maharashtra*

- Generate the revenue which is based on space selling
- Understanding SME's International Market promotion needs, expectations; trying to bridge the gap between Needs & Solution
- Marketing International B2B Internet Portal for Awareness & Motivating SME's to be a part of us.

2007-12 to  
2008-08

### **Sales Executive**

*Indiamart Intermesh, Mumbai, Maharashtra*

Generate the revenue which is based on space selling.

- Understanding SME's International Market promotion needs, expectations; trying to bridge the gap between Needs & Solution
- Marketing International B2B Internet Portal for Awareness & Motivating SME's to be a part of us.

2007-05 to  
2007-12

### **Sales Executive**

*Tradeindia, Mumbai, Maharashtra*

Generate the revenue which is based on space selling.

- Understanding SME's International Market promotion needs, expectations; trying to bridge the gap between Needs & Solution
- Marketing International B2B Internet Portal for Awareness & Motivating SME's to be a part of us.

## **Education**

### **High School Diploma (2002)**

*Pt. Lajja Shankar Jha Model School - Jabalpur*

### **B.Sc. in Industrial Chemistry (2005)**

*Model Science College - Jabalpur*

### **MBA in Marketing (2007)**

*Institute of Professional Education & Research - Bhopal*

## **Certifications**

2015-08

Digital Marketing Certificate

## Poetry Writing

I love to read poetry as well writing.  
Playing Guitar.

