

SHARMISTHA GUPTA

Digital Marketing Executive

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EXPERIENCE

Digital Marketing Executive

03/2023 - Present

DentalDost

Pune , Maharashtra

Roles/Responsibilities

- Implement digital marketing activities across a broad range of digital marketing channels (SEO, SEM, Social Media, Email, Mobile, Display)
- Manage the creation of relevant and engaging digital content for publishing onto various digital platforms.
- Conduct research on market trends, brand's audiences and competitors, and end-to-end consumer journey to drive engagements and conversions
- Analyze digital marketing analytics reports and share insights with the team to develop optimization plans.
- Managed company WordPress website back-end including plugins, tools, and database.

Digital Marketing (SEO) Intern

12/2022 - 03/2023

RADBOARDS PVT. LTD

Bengaluru Karnataka

Roles/Responsibilities

- Conducted comprehensive keyword research to get target keywords and phrases with high search volume.
- Monitored and analyzed PA and DA metrics to ensure website ranking and visibility.
- Executed off-page SEO activities (bookmarking, profile creation, submission, directory submission) and backlink profile.
- Created compelling meta titles and descriptions to improve clickthrough rates and increased organic search visibility.

HR Intern

05/2022 - 07/2022

INFOVIRTECH PVT. LTD

Mughalsarai, UP

Roles/Responsibilities

- Recruitment-Resume Screening, Interview rounds scheduling, processing & discussing payroll.
- Assisting HR personnel in analyzing salary information from the industry and competing organizations.
- Responding to staff on HR-related queries such as benefits, HR policies, etc.
- Database update with details of new employees such as personal, educational, and employment details.
- Coordinating orientation programs for new hires.
- Updating job posts based on changes in vacancies or openings.

Design Engineer (Civil Engineer)

01/2018 - 10/2019

Ghosh Associates

Kolkata West Bengal

Roles/Responsibilities

- Designed Computer Aided building model using AutoCAD
- Provide advice and resolve creatively any emerging problems/deficiencies Assess potential risks, materials and costs

EDUCATION

MBA (HR & Marketing)

12/2020 - 12/2022

International Academy of Management and Entrepreneurship

Bangalore

B.Tech (Civil Engineering)

08/2013 - 07/2017

Maulana Abul Kalam Azad University of Technology

Kolkata



SKILLS

Professional

SEO · Google Analytics(GA4) · SMM · Social Media · Content Management · Canva · Photoshop · Email · WordPress · HR Policies-Procedures-Acts · Excel · Powerpoint · People Management · Creative Thinking · ChatGPT Prompts

CERTIFICATIONS

Digital Marketing Fundamentals -Google

SEO Advanced - Coursera

Google Analytics 4 - Google

Google Ads - Google

SMM - Hubspot

INTERESTS

Music, NetSurfing, Youtube, Book Reading, Travelling

LANGUAGES

English Proficient ●●●●●

Hindi Native ●●●●●