



SHIVANI GUPTA

DIGITAL MARKETER



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Kalyanpur , Lucknow

SKILLS

- Digital Marketing
- Online Advertising
- Marketing analytics
- Basic Designing
- Branding
- SEO
- CRM Tools

SOFT SKILLS

- Creativity
- Communication
- Adaptability
- Analytical Thinking
- Time Management
- Flexibility
- Organized

LANGUAGE

- English
- Hindi

EXPERIENCE

JAN 2023 - FEB 2024

Code Zones IT Services | Lucknow

Seo Executive

- SEO Strategy: Conduct keyword research and on-page optimization to boost rankings.
- Content Optimization: Enhance web content, meta tags, and URLs for SEO.
- Analytics: Track SEO performance using tools like Google Analytics and provide insights.
- Link Building: Develop quality backlinks to improve domain authority.
- Competitor Analysis: Monitor competitor strategies to stay ahead.
- Reporting: Generate monthly SEO reports to showcase growth and ROI.

MAR 2024 - PRESENT

Boston Institute Of Analytics | Lucknow

Digital Marketing Executive

- Campaign Execution: Plan and run digital campaigns across SEO, PPC, and social media.
- Content Creation: Develop content for ads, emails, and social posts to drive engagement.
- SEO & SEM: Optimize content and manage paid search for traffic growth.
- Social Media: Boost brand presence and engagement across platforms.
- CRM Management: Use CRM tools for customer segmentation, lead nurturing, and retention.
- Data Analysis: Track KPIs, analyze campaign data, and optimize for better ROI.

ACADEMIC HISTORY

JULY 2016

HIGH SCHOOL

Career Convent Girls P.G. College

JULY 2018

INTERMEDIATE

Career Convent Girls P.G. College

AUGUST 2021

BACHELOR OF ART

Career Convent Girls P.G. College