

Jasprit Kaur

SEO AND DIGITAL
MARKETING SPECIALIST &
DATA ANALYST

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CERTIFICATIONS

SEO Advance Certification
Hubspot

Pinterest Advertising Essentials
Pinterest Academy

Google Ads for Beginners
Coursera

Fundamentals of Digital Marketing
Google Digital Garage

Tableau Advance
Tableau Learning

SKILLS

- Search Engine Optimization
- Search Engine Marketing
- Google Ads campaign management.
- Pinterest ads management
- Social Media Marketing
- Lead Generation
- Content Strategy
- Keyword research and analysis.
- On-page and off-page optimisation techniques.
- SEO audit and website analysis.
- Content creation and optimization.
- Technical SEO
- Optimizing Google My Business
- Link-Building
- HTML, CSS and Javascript

WORK EXPERIENCE

SEO and Digital Marketing Trainee

Jul 2023 - Dec 2023

Integer Systems

- Escalated **120% website interaction** by optimizing the **loading speed by 80%** of an Art Business in just two months.
- Grew the business's website from 0 to **200+ monthly organic traffic** over 10 weeks by publishing 2 articles and building 3+ links per week.
- Increased **400 new user engagement** and **1m 34s average engagement time** by Google Ad campaign to amplify awareness in local areas
- Got **30+ leads** by posting an ad on Meta which resulted in an increase of 40% in new followers and 103 link clicks.
- Drove over **10 sales**, totalling **20,000 INR plus revenue** per month.

SOFTWARE ENGINEER

Jan 2022 - Mar 2023

DRC Systems | GIFT City

- Created and tested Angular Library and published to public NPM Packages.
- Developing back-end services, models, and schemas with NodeJs and ExpressJS as middleware.
- Deployed a MEAN application and connected it to cloud service to provide an interactive platform for restaurants
- Creation and upkeep of MongoDB. Postman is employed to perform API testing.
- Ran Manual and Automated unit tests using Jasmin and Karma

FREELANCE WEB DESIGNER

Apr 2021 - Dec 2021

- Worked with clients like Alphapurple Foods, Hotel Janpath and Amrit Hotel
- Incorporated social media links, maps, and quick contact links to enhance the user experience.
- Dive deep into customer pain points and triangulate inputs (quantitative and qualitative data, client feedback, business and technical constraints, etc.) to inform and iterate design solutions.
- Define, create and iterate detailed user interactions, visual language and design patterns to support the entire brand's portfolio.

CASE STUDIES

How my Small Business Skyrocketed Organic Traffic by 200% in Just 100 Days

- Gained **215 new users and 25 total organic clicks** on the website monthly.
- Social media posts reached a **23K target audience** and increased followers by **40%**.
- Improved core web vitals for best search results.

A SWOT-based Approach to Marketing Excellence

- Understood the taste and interests of the target audience and based on that deduced keywords, which gave us right directions to our marketing campaigns.

EDUCATION

BACHELORS IN COMPUTER ENGINEERING

Ganpat University

- GPA: 8.97 / 10
- Design Leader of Student Placement Committee
- Major Subjects: Databases, Data Structure and Algorithm, OOPs Concepts, Operating System, Compiler Design, Computer Networks, Artificial Intelligence, Data Science and Machine Learning & Theory of Computation