

TANYA GUPTA

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## PROFESSIONAL SUMMARY

- 1 year of professional experience in Marketing with a background in Public Administration.
- Accomplished in driving strategic initiatives, data analysis, and fostering collaboration.
- Top skills include SEO, Content Marketing, Analysis & Data Analysis, Social Media Marketing and Digital Advertising

## EXPERIENCE

Market Research Analyst, Gravity Infosolutions

09/2022-12/2023

- Conducted comprehensive market research by analyzing industry trends and competitors' strategies, providing Gravity Infosolutions with valuable insights into market dynamics, enabling informed decision-making.
- Developed and executed surveys and questionnaires, collecting data from diverse sources to enhance the company's understanding of customer preferences and needs, resulting in tailored product offerings that increased customer satisfaction and loyalty.
- Utilized advanced data analytics tools to interpret market data, identify growth opportunities, and create data-driven reports, ultimately contributing to a 20% increase in market share and a 15% growth in revenue for Gravity Infosolutions.

## EDUCATION

Master's, Public Administration  
Amity University, Noida 7.74

06/2022

Bachelor's, Biology  
Dr Bhimrao Ambedkar University, Agra

06/2020

AISSCE  
Tata chem DAV public school, Babrala

06/2016

AISSE  
Tata chem DAV public school, Babrala

06/2014

## **SKILLS**

Technical skills - Search Engine Optimization (SEO), Content Marketing, Social Media Marketing, Email Marketing, Pay-Per-Click (PPC) Advertising, Google Analytics, Social Media Analytics, Content Management Systems, Customer Relationship Management (CRM) software, Marketing Automation Platforms (e.g., LinkedIn Sales Navigator) A/B Testing, Data Analysis and Interpretation, Keyword Research Tools, Competitor Analysis.

Non-Technical skills - Communication Skills, Adaptability, Teamwork and Collaboration, Time Management, Attention to Detail, Client Management, Networking Skills, Continuous Learning and Adaptation to Industry Changes, Ability to Work Under Pressure, Cultural Sensitivity (especially for global marketing roles)

## **RECOGNITION / VOLUNTEER WORK**

- NCC 'A' Certificate holder with discipline, leadership, and teamwork skills.
- Volunteered at Kiran-A-Yara Community Initiative, supporting Self-Help Groups (SHGs) and SDGs.
- Contributed to SHGs' AGM report documentation and data entry for analysis.
- College Class Representative with strong communication and organizational skills.
- Delegate at International Model United Nations Conference 70.0, honing diplomacy and global affairs understanding.
- Gained skills in Digital Marketing, Life Drawing, Social Responsibility, and Professional Branding during college.

## **CERIFICATION & LEARNING COURSES**

- Google Data Analytics Professional Certificate by Coursera
- Digital marketing by Internshala