

TUSHAR GUPTA

CONTENT WRITER & STRATEGIST

 tg3990579@gmail.com

 +91 8077-552-054

EDUCATION BACKGROUND

- Accounts and Finance | B.com (Hons.)
CCS University, Meerut
2021– 2024
- Intermediate
DAV Public School, Meerut

PROFESSIONAL CERTIFICATIONS



- CONTENT-LED SEO WITH BRIAN DEAN
Semrush
- DIGITAL MARKETING
HubSpot Academy
- FUNDAMENTALS OF DIGITAL MARKETING
Google

HARD SKILLS

- SEO Optimization
- Link optimization
- Creative Copywriting
- Content Management System (CMS)
- Email Marketing Strategy
- Blogs and Articles



SUMMARY

Creative and dedicated web content writer and scriptwriter offering an impactable track record of success in writing articles & blog posts, email marketing and commercial ads. I possess exceptional communication skills and the ability to manage time efficiently and effectively.

WORK EXPERIENCE

Web Content Writer & Editor | ETH Infra PTV. LTD.
May 2023– Present 2024

Key responsibilities:

- Managing the content team of 15 people to create engaging content.
- Scriptwriting and Copywriting for commercial ads and also co-directing them.
- Develop engaging and persuasive copy for various marketing materials.
- Write headlines, taglines, ad copies and slogans that capture attention.
- Content strategy development and SEO-friendly blogs to enhance content visibility and reach.
- Works on SMO, Email Marketing, Backlinks, and keyword analysis.

Web Content Writer | Tofido Pvt.
March 2022– April 2023

Key responsibilities:

- Wrote original SEO-friendly articles and blog posts with CMS on different topics.
- Updated old articles and optimized as per latest updates.
- keyword searching and link optimization.
- Generated traffic and backlinks on different blogging websites for the company.

SOFT SKILLS

- Persuasive Communication
- Multi-tasking
- Observational Skill
- Microsoft Office and Canva
- Research Skills

HOBBIES

- Writing (Poetry & Articles)
- Sports (Cricket & Football)

ACHIEVEMENTS

- Recognized as the writer of the week by writing hat in October 2021.
- Gained 1st position in the Studomatrix competition of writing skills.
- Recognized for being a pedantic learner with unassailable determination as a Public Relations Officer in 2020-21 hat in October 2021.

VOLUNTEERING

As a Social Volunteer

Art of Living Foundation

KEY RESPONSIBILITIES:

Assisted in organizing and executing a community cleanup event, including collecting trash and debris from local parks and streets.

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