



# HITANSHU GUPTA

## Digital Marketing Analyst

SIX months of experience in digital marketing, specifically with creating and analyzing campaigns to drive conversions across multiple channels such as Facebook and Google AdWords.

Had been responsible for monthly budgeting and optimization, as well as strategic planning and data analysis. Have achieved a high ROI on Ad campaigns, and generated monthly reports to track revenue and expenditures.

Have experience in e-mail marketing, website analysis, UX improvement, and video editing. Actively engaged in social media marketing and continuously monitor and optimize campaigns based on market trends.

## ABOUT ME

A results-driven and creative digital marketer seeking a challenging position in a dynamic and fast-paced environment. Utilizing strong analytical skills and a passion for innovation to drive success and improve ROI.

## LANGUAGES



ENGLISH



HINDI

## CONTACT INFO



+91 9871 976219



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Delhi | NCR, India



hitanshugupta19



## WORK EXPERIENCE

### Yellow Thread India Pvt Ltd

Sep 2022 - Feb 2023

#### Digital Marketing Analyst

- \* Created and analyzed digital marketing campaigns on Facebook and Google AdWords to drive conversions.
- \* Responsible for monthly **budgeting, optimization** to get sales at the lowest cost in the industry, **strategic planning and data analysis** (CPA, CPC, CTRs, Conversion Rates etc.).
- \* Generated over **4.5+** ROI in the United States and **3.35+** on other countries and **8.5+** on Trendia.in website (India).
- \* Set monthly targets by working with management and achieved month-on-month growth in user acquisition.
- \* Created **Monthly Reports for Revenue and Amount spent** for all campaigns.
- \* Developed mobile app installation campaigns to generate revenue.
- \* Sent News letters to existing customers to generate Revenue (Email Marketing).
- \* Performed competitive analysis on **competitor ads & websites** and conducted **website analysis** to enhance cross-selling and up-selling opportunities and **collaborated with designers** to improve user experience.
- \* Monitored Ad metrics, optimizing and enhancing campaigns based on current trend data.
- \* Used Online and Offline tools to **create videos and images** for the Ad campaigns.
- \* Plan and implement **market studies** to evaluate marketing campaigns and enhance sales.
- \* Managed Facebook and Instagram accounts to **increase organic likes and followers** which helped in generating revenue.



## SKILLS

Digital Marketing

Social Media Marketing

Data Analysis

MS Office

Video Editing

E-com Shopify

Campaign Analysis and optimisation

Email Marketing & Newsletters

CRM

HTML

Python

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## Digital Marketing Analyst

### PROJECT EXPERIENCE

Social Media Marketing(Ads Campaign)

- www.sarasthelabel.com
- www.Trendia.co
- www.shauryasanadhya.com

### SOFTWARES USED

Digital Marketing Campaign Tools :

- Facebook Ads manager
- Google Ads
- Google Analytics

Video Editors :

- DaVinci Resolve
- Canva

Development Environment

- PyCharm
- Spyder
- Visual Studio

Database

- MySQL

### HOBBIES

- Playing Pool / Snooker
- Stock Market Investing
- Photography / Video Editing
- Physical Fitness
- Video Games

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### ACHIEVEMENTS



- Participated in a quad-copter competition
- Built a line follower robot
- Assisted team member to build a news bulletin board for the mechanical department.



### CERTIFICATIONS



1. The Fundamentals Of Digital Marketing | August 2022  
Credential-ID RB4 26U 4PB  
By - Google Digital Garage
2. Google Digital Marketing & E-commerce  
Foundation Of Digital Marketing and E-commerce(Course 1 of 7)  
By - Google, Coursera



### EDUCATION



**CETPA Infotech Pvt. Ltd** 2018 - 2018

Diploma in Python & Machine Learning completed in December 2018. Projects included Customer Management Systems and Machine Learning.

**ALP Nishikawa** 2017 - 2017

Summer internship at ALP Nishikawa, Gurgaon, Haryana in 2017, learning about the manufacturing of TPE, PVC & EPDM weather

**B.Tech (Mechanical)** 2013 - 2017

Bachelor of Technology (B.Tech) in Mechanical Engineering from PDM College of Engineering, Bahadurgarh affiliated with Maharishi Dayanand University, completed in August 2017

**Grade 12th** 2013

Completed 12th grade at Vandana International School, New Delhi in 2013

**Grade 10th** 2010

Completed 10th grade at D.A.V. Public School, New Delhi in 2010.