

Can create content and develop engaging social media campaigns. Ability to generate leads on social media. Contribute to brand building and customer engagement. Great grammar and design skills. Self-motivated and responsible.

Skilled in Google Analytics and Keyword Planner. Ability to develop and implement creative SEO strategies. Can coordinate and collaborate with content, design and social media teams. Work on end-to-end optimisation.

**BISHAL GUPTA**

Equanimity | Philomath | Digital Marketing Executive

www.linkedin.com/in/bishal-gupta-272b95175

Malda, West Bengal

**PERSONAL DETAILS**

DoB - 05 Jan 1997

bishalgupta9933@gmail.com

**KEY COMPETENCIES**

**Scholastic Details**

**S.S.C**

**H.S.C**

**Post-Graduation**

**Graduation**

**B.SC.**

1.On Page SEO

2.Off Page SEO

2.Digital Marketing

3.C & Python

4.R programming

5.MS Excel

6.HTML (Intermediate)

7.Google Analytics

8.WhatsApp and YouTube Marketing

**2012** | 62.5%

Mahadipur High School

W.B.B.S.E.

**2020** | 73%

ASM IBMR, Pune

**2018** | 65%

Bipin Bihari College, Bundelkhand University

**2015** | 55.2%

Madhabnagar Badalmoni High School, W.B.C.H.S.E.

**Experience**

**Internship & Projects**

**Designation** - Digital Marketing Executive

**Company Name**- Future Market Insight

**Roles and Responsibilities –** 1. Planning and Finalizing of websites.

2.Report Publishing

3. Contribute useful insight towards page creation team using HTML.

4. Keyword research, Backlink generate.

5.Lead generation.

6.WhatsApp Marketing

7. Email Marketing, YouTube, Facebook Marketing and Marketing

8. On-page And Off-Page Optimization.

8. Email Marketing

9. Content Writing

**Interests / Achievements**

**CERTIFICATIONS**

02 may 2019 -03 Jul 2019

**Designation –** Data analyst intern

**Company Name -** Xebia

**Project Title:**

Predict Big Mart Sales Data.

**Key learning –** How prediction is done for any dataset using python

Linear regression

Correlation

**Project Title:**

Predicting Beginning Salary of new Employees.

**Key learning –** Decision tree

**Project Title**:

The sinking of the titanic is one of the most shipwrecks in History. Predict which passengers survived the tragedy.

**Key Learning** – Random Forrest

Logistic regression

HBP (Harvard Business Publication)

Spreadsheet Modelling & Communication.

Digital Marketing course on

crea8tify site.

**INTERESTS:**

Web Analytics

Market Analytics

Market Research

Business Development

Digital Marketing

Search Engine Optimization

**ACHIVEMENTS:**

Playing cricket at district level.

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