

Nitin Gupta (Digital Marketing Executive)

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CAREER OBJECTIVE

To attain a position of excellence in an organization that allows me to get perfection and where my knowledge and skills are used for the growth of the organization.

TRAININGS & SOFTWARE KNOWLEDGE

- Six weeks training on Embedded system from HCL.
- Three Month Digital Marketing Training from Webliquids.
- Familiar with C, HTML, CSS, SEO, PPC, Social Media Marketing.

ACADEMIC CREDENTIALS ACHIEVEMENT

- Awarded for participation in TV & LCD workshop
- Participated in Ethical hacking workshop.
- Awarded for participation in Transformer & Power Supply.
- B.Tech (Electronic & Communication) from GIMT (Kurukshetra University) with 76% (2018 Passout).
- 12TH From CBSE with 77.6% marks
- 10th From CBSE with 90% marks.
- Co-ordinator of Quiz Competition on Engineers Day.

PROJECTS DONE

- Bluetooth Control robotic car
- Stress Resistance Meter
- Anti carjack car security system.

ABILITIES & STRENGTH

- Committed
- Dedicated & Responsible.
- Team Spirit.
- Positive Thinker.
- Willing to learn more & extend myself to new limits.

WORK EXPERIENCE

- Having experience of 1 year as a SEO Analyst and executive and handled various projects which are ranking on first page of Google.
- 6 Month Experience as Digital Marketing Executive at S.N World , Nepal
- Did SEO of my Own E-Commerce Website that's **WWW.HULKNUTRITION.IN**

- Work on Multiple Websites (zeelabpharmacy.com , tenxnutrition.in , Kamvimart.com)
- Currently working at iTinker from last 9 months as Digital Marketing Executive.
- Knowledge of Google analytics, Google Search Console, and various other tools.

Keyword Research:

- Researching the best keywords using tools(Keyword Planner), with less competition and High search volume for high Ranking of website.

On-Page Optimization:

- Did the ON Page optimization of various websites like Website Analysis, Competitor Analysis, Keywords Selection, Meta Tagging, Content optimization, alt tag on images, Heading tag optimization Google Webmaster Tool and Google Analytical Tool and many more.
- Optimize all products of website by Yoast Plugin in Word press.

Off Page Optimization:

Can do OFF Page tasks and have list of working Backlinks which I have used like

- PPT Submissions
- Video Submissions
- Image Submissions
- PDF Submissions
- Classified Submissions
- Search Engines Submission
- Directory Submission
- Article submission
- Press Releases Submission
- Blog Submission
- Forum Submission

Social Media Optimization

- Social Media Page creation
- Social Media Pages Optimization
- Create campaigns on social platforms

Google Adwords

- Search Ads
- Display Ads
- Shopping Ads

Online Reputation Management

- Maintain Client Reputation and Handle Local Listings

Local Listing and Local SEO

- Did Local Listing of Multiple Clients (OM Tattoo Karnal)
- Local Listing of Jassie Tattooz and Art Studio and Manage their Social Media Accounts.

TECHNICAL SKILLS:

1. Digital marketing
2. Digital media
3. Blogging
4. Social media engagement
5. SEO practices
6. Email Marketing
7. Event Tracking
8. Button Tracking Through GTM

PERSONAL PROFILE

- Date of Birth: 25th April 1997.
- Father's Name: Sh. Sanjay Gupta.
- Address: #225, Holi mohalla ,Chaudhary ghati, Karnal.
- Language known: English & Hindi.

DECLARATION:

I hereby affirm that the above mentioned facts are accurate and belief.

(Nitin Gupta)
