



CHINKY GUPTA

> **COMPUTER SCIENCE ENGINEER**

CONTACT

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Balkeshwa, Agra

PERSONAL INFO

I am a passionate Content writer and Digital marketing analyst having an expertise of 2+ years.

I work closely with my clients, helping them in solving problems and achieving accelerating results through marketing.

I strongly believe passion brings possibilities to life.

EDUCATION

Bachelor of Technology (CSE)

Kiit college of engineering

Gurgaon

2016-2020

SKILLS

- GENERAL : Digital Marketing, SEO/SEM, Content Creation, PPC, CRM tools, Email Marketing
- SOFTWARE : Google Analytics, WordPress, Canva
- MODULES : Google ads

EXPERIENCE

Digital Marketing Coordinator

EntranceZone(March 2024- present)

- Boosted web traffic by implementing SEO strategies targeting high yield Keywords and backlinks.
- Compiled a list of Google AdWords to implement.

Career Break (2022-23)

- Took intentional pause to focus on full time caregiving

Digital Marketing Analyst

Brand at Ease (March 2021- feb 2022)

- Applied data analytics tools to increase the effectiveness of marketing campaigns.
- Used SEO techniques to improve website ranking.

Content Writer

Our Parking Space(Jan 2020-feb 2021)

- Worked closely with the SEO team to produce website content for the Education, Health and IT sectors.
- Produced website content for different sectors inclusive of meta tags, title tags and header tags