

TUSHAR GUPTA

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Objective

As a Digital Marketing Executive with 2.5 years of experience including 6 months in Google Ads. I have developed a solid understanding of various digital marketing strategies and tools. Throughout my career, I have worked on diverse projects, implementing effective campaigns that increased organic website traffic, generated leads, and improved brand awareness. I am passionate about developing effective strategies that would help a company to increase brand awareness and drive sales.

Experience

Accurate Resolution Services Pvt Ltd

Sept 2020 - May 2023

SEM Sr Executive

- Started as Digital Marketing Executive, Utilized SEO strategies to optimize website and increased organic search visibility.
- Developed content for various platforms including websites, blogs, and guest posts.
- Managed Pinterest and Twitter social media accounts.
- Website development on Wordpress and HTML.
- Created and maintained reports to track and measure results.
- Performed off-page activities like, article submissions, guest posts, bookmarking, to increase visibility of webpages on Google SERP.
- Videos created on Canva and other AI video makers and published on YouTube to generate leads.
- PPT, Infographics, Social Media Posts, Email Marketing, Google Reviews.
- Proficient in utilizing AI and other online tools to efficiently accomplish tasks.
- Executed a successful Google Ads campaign aimed at lead generation for countries, the United States and Canada.

Truenorth Healthcare LLP

April 2024 - Currently working

Digital Marketing

- Developed and managed the TrueNorth website using WordPress and Shopify platforms.
- Executed and optimized Facebook and Google Search advertising campaigns to drive engagement and conversions.
- Created and curated social media content, including posts and videos, to enhance brand presence and audience interaction.
- Conducted search engine optimization (SEO) strategies for both Jackson Laboratories and TrueNorth Healthcare LLP, improving organic search rankings and visibility.



Education



GHPS

2005

10th (CBSE)



GHPS

2008

10+2 (CBSE)



EIILM University

2012

B.Com



Ducat Noida

2020

Digital Marketing



Certifications



Google Ads Search



Skills



Google Ads



Search Engine Marketing



On-Page & Off-Page SEO



Wordpress



ChatGPT, Gemini & AI Tools



Canva



Social Media Marketing



Lead Generation



Projects



mygeekscore.com



theclicktimes.com



theantivirusdeals.com



truenorthhealthcare.in