



Digital Marketing Expert

CONTACT

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SKILLS

- Social Media Community Growth
- Brand marketing
- Search Engine Optimization
- Content writing & Copy Writing
- Google Analytics
- Google Search Console tool
- Excel, Office suite & other related tools - MS Office
- Collaboration and team work
- Google Ads
- Microsoft Ads (Basic Level)
- Facebook Advertising
- Canva

EDUCATION

CHHATRAPATI SHAHU JI
MAHARAJ UNIVERSITY | KANPUR
Bachelor of Computer applications
2017 - 2020
2015 | X
2017 | XII

ISHA GUPTA

Digital Marketing Expert with 2.5 years of experience leading marketing tools and developing online market strategies. Working with 10–15 people across technology, business, and design departments.

PROFESSIONAL HISTORY

ASSOCIATE SEO

ORANGEMANTRA | GURUGRAM JULY2023 - PRESENT

- Managed social media platforms (LinkedIn, Facebook, Twitter, Pinterest, YouTube) for B2B clients.
- Developed and implemented social media strategies with engaging content to increase brand awareness, leads, and website traffic.
- Analyzed social media insights to improve future campaigns.
- Collaborated with cross-functional teams for consistent brand messaging.
- Used Google Analytics and Google Search Console to monitor website traffic and track KPIs.

DIGITAL MARKETING EXECUTIVE

SINGSYS PTE LTD | LUCKNOW MAY2022 - JUNE2023

- Managed Google Ads for clients, collaborating with their marketing teams.
- Oversaw seasonal digital marketing campaigns, including creative development, website updates, and newsletter marketing.
- Handled Microsoft Ads with UET tag tracking.
- Executed SEM activities, including campaign planning, implementation, and optimization. Managed social media pages and edited reels.
- Managed SEO tasks (link building, on-page, off-page) for Shopify and Magento projects.

SEO EXECUTIVE

ESEARCH LOGIX TECHNOLOGIES | NOIDA AUGUST 2021 - MAY 2022

- Oversee all marketing campaigns for their company or department.
- Implement strategy.
- Promote a business, product, or service.
- Ensure the company is communicating the right messaging to attract prospective customers and retain existing ones.