

# ANUJ GUPTA

## DIGITAL MARKETER

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🌐 @Anuj\_Gupta

### PROFILE

Highly dedicated & result-driven. Experience in social media management, Google ads, Seo & digital marketing. Skilled in developing & executing content strategies that drive brand engagement & increase online visibility. Well-versed with analytics & reporting tools, including the latest AI tools and resources. Seeking a content strategist position to leverage my creative storytelling abilities.

### CORE SKILLS

- Pay-Per-Click Advertising
- Wordpress
- Social Media Marketing
- Canva
- Search engine optimization (SEO)
- Reporting and analysis
- ROI
- Google Workspace
- Market Research & Analysis
- Email marketing
- Chat Gpt
- Performance Marketing Skills

### PROFESSIONAL EXPERIENCE

#### Digital Marketing Intern, NDMIT

##### Lucknow

Working with a Better Skill of Seo, Google Ad, Meta Ad, Audit Report, Skill Courses Institute in India

- Increased organic traffic by 30% through targeted keyword optimization focused on niche industry-specific queries.
- Managed content creation and publishing for blogs and articles to support SEO efforts and enhance website engagement.
- Gained hands-on experience in SEO, setup, and optimization of Google Ads and Meta Ads campaigns.
- Contributed to budget planning and forecasting to ensure PPC campaigns remained within budget while maximizing results.
- Assisted in creating and analyzing marketing audit reports to improve online visibility and campaign effectiveness.
- Skilled in keyword research, bid management, and performance analysis for Google PPC campaigns.
- Developed actionable insights through thorough analysis of digital audit reports to boost online performance..

#### Field Investigator, Tata Institute of Social Science.

##### Mumbai

Working with a TISS Mumbai Project Water stress in U.P

Conducted field research on water stress in rural, drought-prone regions with a focus on evaluating traditional water conservation practices and current solutions for ensuring safe and accessible drinking water. Investigated community reliance on traditional water sources and assessed the sustainability and effectiveness of local and governmental interventions. Contributed to data collection, stakeholder interviews, and on-ground analysis in collaboration with local communities and authorities.

### ACHIEVEMENTS

- Appreciation Letter for Outstanding CR ship, Full Attendance, and Academic Commitment
- Certification in the "Bundelkhand Pratibha Samman-Siksha /Sanskriti" competition, Bundelkhand
- Appreciation Letter for an Outstanding Good Student Of the Batch
- Certificate Course in Computer Concepts (CCC) – 2021
- Developed practical skills in field work and practice in PRA.
- Collected findings and created detailed reports after daily field visits.
- Certification in the National Sport AND Physical Fitness Board

## PROJECT

- Conducted a comprehensive audit of the company's website, focusing on SEO factors such as site speed, mobile usability, metadata, backlink profile, and content quality.
- Identified technical issues, including broken links, duplicate content, and missing alt tags.
- Designed a professional and visually engaging presentation using Canva
- Executed and monitored Google Ads campaigns to increase targeted traffic and improve conversion rates.
- Managed Google My Business (GMB) account to enhance local search visibility and engage with customer reviews
- Compiled results and learnings into a detailed internship report highlighting achievements and areas for further growth.
- Conducted in-depth research on water stress issues affecting communities in Uttar Pradesh, focusing on availability, usage patterns, and sustainability challenges.

## COURSES AND CERTIFICATION

**Digital Marketing Certification Course, NDMIT**

**October 2024 - June 2025**

**DCA Course, STP computer, Delhi**

Reg.No - 352341

**Digital Marketing Certificate, NDMIT**

**CSS Course, STP computer, Delhi**

Certificate.No - 100095

**International First Conference Call Certificate, MGCGV**

## SOFT SKILLS

- |                        |                       |                            |
|------------------------|-----------------------|----------------------------|
| • Communication Skills | • Multitasking        | • Positive Attitude        |
| • Team Collaboration   | • Leadership          | • Stress Management        |
| • Time Management      | • Strategic Thinking  | • Active Listening         |
| • Problem-Solving      | • Self-Motivation     | • Customer-Centric Mindset |
| • Decision Making      | • Motivational Skills | • Presentation Skills      |

## EDUCATION QUALIFICATION

**PG - Master of Social Work, MGCGV**

**Passed (2021 - 2023)**

**Bachelor of Arts (B.A.) – English, Atarra P.G. College**

**Passed (2018 - 2021)**

**Intermediate, Tathagat Gyanstali Inter College**

**Passed (2017)**