

SHUBHANK GUPTA

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Carrier Objective:

To secure a challenging position where I can effectively contribute my skills as a Digital Marketer.

Experience:

- Currently working in **"Monarch India"** as a **"Team Lead – Digital Marketing"** from June 2019 to till date.
- Last worked in **"Spectrum@metro"** as a **"Team Lead – Digital Marketing"** from January 2017 to March 2019. **(2 Years & 3 Months)**
- Worked with **"Buniyad Real Estate Services"** as a **"Senior Executive - Digital Marketing"** from January 2014 to December 2016. **(3 Years)**
- Worked with **"Envigo Marketing Pvt. Ltd."** as a **"SEO Executive"** from October 2012 to December 2013. **(1 Year 3 Months)**
- Started career with **"Vibes Communications Pvt. Ltd."** as a **"Digital Marketing Specialist"** from October 2011 to September 2012. **(1 Year)**

Responsibilities:

- ❖ Monitoring Google Adwords Account, selection of keywords from keyword planner tool, bidding of keywords, adding negative keywords, designing of ad-copies, adding ad-extensions & assigning budget at Campaign level.
- ❖ Running Banner Ads (remarketing) & co-ordination with in-house designer regarding designing of banners.
- ❖ Preparing Lead report on daily basis from Google Adwords & computing CPL (cost-per-lead) & quality of leads.
- ❖ Analyzing the quality of leads by regular monitoring campaigns & doing necessary changes to maintain the quality.
- ❖ Handling paid/organic promotions for Facebook Brand Pages & also running lead generation campaigns.
- ❖ Handling paid/organic promotions for LinkedIn Brand Pages & also running lead generation campaigns.
- ❖ Handling organic promotions for Twitter Account.
- ❖ Preparing daily/weekly/monthly leads report of different channels & sharing it with management.

- ❖ Monitoring the work of Team Members.
- ❖ Co-ordination with freelancer content writers & in-house writers.
- ❖ Co-ordination with in-house graphic designers for designing of brochure, standee, canopies, one-pager, newspaper ads, outdoor creative, facebook creative etc.
- ❖ Co-ordination with website designers regarding designing of microsites / landing pages & changes in websites / updation if any.
- ❖ Raising content request on certain guidelines for portal & content-marketing activities.
- ❖ Implementing new strategies to drive traffic & lead on websites / microsites / landing pages.
- ❖ Implementing new content marketing techniques.
- ❖ Resolving errors of Google Web-masters.
- ❖ Daily monitoring of traffic on Google Analytics.

Projects:

- ❖ Done SEM & SMO for Spectrum Metro, Co-ordination with SMS Vendors, E-mailers, Web Portal Vendors regarding quality lead generation, reporting (monthly, quarterly, half yearly & yearly closures through Digital Marketing Activities).
- ❖ Worked on SEM, SMO & SEO (On Page & Off-Page) for Buniyad Portal, Microsites & PPC Landing Pages. Handling SEO Team, looking after Google Webmasters/Analytics, reporting & implementing new strategies to drive traffic & leads via Portal.
- ❖ Worked on Middle East Projects of Hertz Car Rental i.e. "**Hertz-Saudi Arabia**", "**Hertz-UAE**" & "**Hertz-Qatar**". These sites give information about availability of Cars for exploring these countries. Also created new web pages using "Interwoven CMS" & done reporting by Omniture for these websites.
- ❖ Performed On-Page & Off-Page activities for "**FORTUNE HOTELS**", a member of ITC Hotels Group and Weekly / Monthly reporting by using Google Analytics, Google Webmasters, Advanced Web Ranking & SEO Majestic.
- ❖ Performed On-Page & Off-Page activities for "**CONDE NAST JOHANSENS**", a UK Hotel Directory giving information of all the leading 5-Star, Boutique & Luxury Hotels round the Globe and also preparing weekly / monthly reports using Omniture.

Training & Certification:

- Google Adwords Certified Individual for 2013-15
- Certification on Advanced Digital Marketing Training by Delhi School of Internet Marketing (DSIM)

- PPC Course from Kangaroo Wings (Digital Marketing Institute)

Academic Details:

❖ B.Tech in Information Technology (2011 Batch)

| Year | Degree/ Certificate | Institution | Board/ University | Performance |
|-------------|--------------------------------|---|------------------------------|--------------------|
| 2011 | B.Tech | Sanjay Institute of Engg & Mgmt, Mathura | U.P.T.U | 69.52% |
| 2007 | A.I.S.S.C.E(XII Std) | Bishop Conrad Senior Secondary School, Bareilly | C.B.S.E | 59.40% |
| 2005 | A.I.S.S.E (X Std) | Bishop Conrad Senior Secondary School, Bareilly | C.B.S.E | 78.60% |

Technical Profile:

- **CMS** : Wordpress, Interwoven, Joomla & Umbraco
- **Operating System** : MS-DOS, Windows(98, XP, Vista, Windows 7)
Linux (Ubuntu, Centos & Mint)
- **Areas Of Interest** : Digital Marketing (PPC, Display Ads, SEO, SMO), Branding, ORM, Lead Generation

Personal Details:

Date of Birth : 6th July, 1989
Father's Name : Mr. Mukesh Gupta
Sex : Male
Marital Status : Married
Language Proficiency : English & Hindi
Nationality : Indian
Permanent Address : 197/B Madhinath, Nekpur Road
 Bareilly - 243001, U.P

Date:
Place:

(SHUBHANK GUPTA)