

SUDHANSU GUPTA

Sgupta102003@gmail.com	www.linkedin.com/in/sudhanshu-gupta-b8565b28a	Mobile: 9910503133
Education		
Delhi University (SOL)	Bachelor of Commerce Honours	06/2024
12th	CBSE (Commerce)	05/2021
10th	CBSE	05/2019
Professional Experience		
Online Strikers	Digital Marketing Intern	02/2024 – 04/2024
<ul style="list-style-type: none">SEO Optimization: Experienced in implementing on-page and off-page SEO strategies, conducting keyword research, optimizing website content, and using tools like Google Analytics and SEMrush to improve search engine rankings and drive organic traffic.Market and Competitor Research: Conducted comprehensive market research and competitor analysis to identify industry trends, customer behaviors, and opportunities, providing valuable insights to inform strategic marketing decisions and Optimize campaigns.Social Media Management: Skilled in creating and implementing social media strategies across platforms like Instagram, Facebook to increase brand visibility, engage with audiences, and drive traffic through content creation, scheduling, and performance analysis.		
Scarp Munkey	SEO INTERN	09/2024 – 11/2024
<ul style="list-style-type: none">Analytics and Reporting: Proficient in analyzing and interpreting data using tools like Google Analytics evaluate campaign effectiveness, and provide actionable insights for continuous improvement.SEO and SEM Practices: Assisted in implementing on-page and off-page SEO strategies, including keyword research, content optimization, and backlinking to enhance search engine rankings.Team Collaboration: Demonstrated strong teamwork skills by working effectively with cross-functional teams, including marketing, design, and sales, to achieve project goals, streamline workflows, and deliver results on time.Gained hands-on experience in [specific area, e.g., digital marketing, project management, etc.], consistently contributing to successful projects, collaborating with diverse teams, and delivering results that exceeded expectations.		
Academic Achievements and Certificates		
<ul style="list-style-type: none">Acquired a certificate in Advanced Excel from W.Tech Institute, Shahdara, Delhi, Proficient in using advanced Excel functions such as VLOOKUP, INDEX-MATCH, pivot tables, data analysis tools, conditional formatting, and complex formulas for data manipulation, reporting, and decision-makingAcquired a certificate in Tally from W.Tech Institute, Shahdara, Delhi,Secured a certificate in Master in Digital Marketing from Delhi Institute of Digital Marketing, Preet Vihar, Delhi. This certification focused on the understanding of the principles necessary for the effectively managing digital marketingAttained a certificate in the Fundamentals of Digital Marketing from Google Garage, specializing in acquiring foundational knowledge of digital marketing through a highly informative and uniquely distinctive learning approach		
Skills		
Advanced Excel Digital Marketing Search Engine Optimization CANVA Tally Social Media Marketing		
Others		
Hobbies	Watching movies is a hobby that allows me to explore diverse cultures, storytelling styles, and creative expressions.	