

Sarita Gupta

Digital Marketing

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Profile

I am Sarita Gupta, A passionate Digital Marketing possessing Knowledge in search engine optimization (SEO), Email Marketing, and Google Ads . I am seeking and exciting professional experience in the realm of Digital Marketing .

Education

Digital Marketing Diploma, DMTI Spoftra

2023 | Mumbai, India

Bachlor of Art,
Ram Manohar Lohiya Avadh University Faizabaaad

2017 | Uttar Pradesh, India

HSC, Sarvodhaya Inter Collage

2013 | Uttar Pradesh, India

SSC, Sarvodhya Inter collage

2011 | Uttar Pradesh, India

Skills

Search Engine OtimiZation(SEO)

Content planning and strategy, with competitor and target audience analysis.
Copywriting and SEO editing.
Strong critical thinking, time management and collaboration skills.

Canva

The ability to use the Canva website and design software to create stunning designs.

Google Ads

Creating and testing new variations in advertising

Google Analytics

Measuring Your Data.
Understanding Data Processing.
Using Metrics & Dimensions.
Data Exploration & Analysis.
Making Custom Segments.
Writing RegEx (Regular Expressions)
Making Custom Reports.
Customizing Your Data.

Certifications

- Email Marketing
- Google Display Ads
- Google Video Ads
- Google Ads
- Google Search Ads