

JANKI GUPTA

Digital Brand & Marketing Mentor | SEO & PPC Expert | Social Media Strategist

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Professional Summary

A results-driven Digital Marketing Specialist with 2+ years of experience in SEO, PPC campaigns, and Social Media Marketing. Dedicated to helping brands enhance visibility, engagement, and conversions through innovative strategies and data-driven insights. I mentor startups to establish strong digital brands with websites, SEO, and paid campaigns that convert visitors into customers.

Areas of Expertise

Digital Marketing Strategy

Brand Positioning & Growth

Social Media Campaigns

Website Development & SEO

Help startups build strong online brands through effective websites, SEO, ads, and social media Strategies.

Experience

Managing SEO, analytics, and digital growth for startup Social Media Platforms.

Executed lead generation via Facebook, IndiaMART, and Justdial. Expanded online sales channels via Amazon listings.

Worked on technical SEO, Google Merchant Center, and 15+ GMB profiles, boosting organic traffic by 50%. Freelance Projects with Adymise India.

Maintained SEO and content planning for agency clients, improving visibility and keyword rankings.

Highest Education Qualification

Bachelor of Computer Applications (BCA) – Computer and Information Sciences

Professional Certifications

- Professional Diploma in Digital Marketing – Indian Institute of Computer Science
- Google Analytics Individual Qualification
- WordPress Design – Template Monster
- SEO Certified – HubSpot

Mission Statement

Empowering startups and small businesses to grow smarter, faster, and stronger in the digital world.