



# RUCHI GUPTA

DIGITAL MARKETING SPECIALIST  
SEO AND SMO SPECIALIST

## CONTACT

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- East Delhi, New Delhi

## EDUCATION

- Master in Business Administration**  
From Narsee Munjee Institute of Management Studies, Mumbai  
*Passing year 2024*
- Bachlors in Business Administration**  
From Ideal Institute of Management and Technology, New Delhi.  
*Passing year 2021*

## SKILLS

- Search Engine Optimization (SEO)
- Social Media Optimization (SMO)
- Social Media Management (SMM)
- Content Planning
- Content Management
- Storytelling and Branding
- Competitor Analysis
- Data Analysis and Reporting
- Marketing Automation Tools
- Web Analytics

## ABOUT ME

Digital Marketing Specialist with 4+ years of experience in SEO, SMO, and content strategy. Skilled in crafting engaging campaigns, optimizing brand visibility, and analyzing market trends. Adept at team collaboration, project management, and meeting tight deadlines. Passionate about leveraging digital platforms to drive growth and deliver measurable results. Committed to continuous learning and staying updated with the latest industry trends to deliver impactful results.

## EXPERIENCE (4+ YEARS)

### Marketing Strategist **Oct 2024 - Present** *Dean Infotech Private Limited*

- Design and execute cohesive marketing strategies that integrate both SEO and SMO to drive organic traffic and engagement.
- Develop and oversee the creation of engaging high-quality, SEO-friendly blog posts, landing pages, and social media content tailored to audience preferences.
- Implement strategies tailored to different social platforms (e.g., Instagram Reels, LinkedIn posts) and search engine algorithms for maximum visibility.
- Work closely with marketing, design, and content teams to ensure cohesive branding across channels.
- Design and manage social media ad campaigns to ensure maximum ROI.
- Research competitors' SEO rankings and social media strategies to identify gaps and opportunities for improvement.
- Generate detailed reports on the performance of SEO and SMO strategies, providing actionable insights for future improvements.

### SMO Executive **Nov 2023 - Oct 2024** *Dean Infotech Private Limited*

- Design and execute cohesive marketing strategies integrating SEO and SMO for organic traffic and engagement.
- Oversee the creation of SEO-friendly content, including blog posts and social media campaigns.
- Develop platform-specific strategies for maximum visibility and engagement.
- Conduct competitor analysis to identify gaps and improvement opportunities.
- Generate performance reports to provide actionable insights.
- Collaborate with teams to maintain cohesive branding.

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## TOOLS EXPERTISE

- Google Analytics
- Google Search Console
- Hootsuite
- Buffer
- Canva
- Mailchimp
- WordPress
- Google Ads
- Facebook Ads
- Ads Manager
- Salesforce and HubSpot

## PLATFORM EXPERTISE

- LinkedIn
- Youtube
- Facebook
- Instagram
- Twitter (X)
- Pinterst

## EXPERIENCE ( 4 + YEARS )

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**Associate SMO Executive** *Jan 2023 - Oct 2023*  
*Dean Infotech Private Limited*

- Scheduled posts using tools like Hootsuite and Buffer.
- Engaged audiences through interactions and basic query responses.
- Assisted in research and execution of larger campaigns.

**Senior Process Associate** *Sep 2022 - Dec 2022*  
*Wavelabs Technologies Limited*

- Coordinated investor meetings with top-level financial institutions.
- Managed livestreams and webinars on platforms like Knovio and Veracast.
- Scheduled and handled investor meetings for international clients.

**Video Specialist** *Aug 2021 - Aug 2022*  
*Wavelabs Technologies Limited*

- Collaborated with teams to produce professional marketing videos.
- Conducted and managed Zoom meetings effectively.