

# BISHAL GUPTA

With three years of experience as an SEO Specialist, I possess expertise in digital marketing, technical SEO, keyword optimization, meta descriptions, and Google Analytics. I have a proven track record of enhancing the online visibility of emerging brands through impactful campaigns. Known for my ability to collaborate with cross-functional teams and clients to refine content strategy for optimal results.



## Contact Me

### Website

[Bishal Gupta](#)

### Email

[bishalgupta9933@gmail.com](mailto:bishalgupta9933@gmail.com)

### DoB

05/01/1997

### LinkedIn

[www.linkedin.com/in/bishal-gupta](https://www.linkedin.com/in/bishal-gupta)

### Contact Number

9933457763, 7001798256

## Key Skills

Google Analytics



Google Search Console



Keyword Research



Competitive Analysis



Link Building



On-Page SEO



Technical SEO



Competitive Analysis



SMM



## Certificates

- Google Ads Measurement certification \_ Google
- YouTube Content Ownership \_ Google
- Certificates IBM Big Data Mastery certificate IBM
- Cognos Explorer Badge

## WORK EXPERIENCE

### SEO Executive

**DevOps Enabler & Co. | April 2023 - Present**

- Managed SEO strategies for a range of clients & company website, increasing website presence and search engine rankings.
- Optimize content, webpages and other digital platforms for SEO.
- Analyzed trends in market to build competitor analysis reports for clients.
- Monitored the website analytics, providing insights into website performance.
- Communicate with developers and designers to resolve the technical SEO issues.
- Managed keyword research, content optimization and link building efforts.
- Using analytics tools to monitor and report on SEO performance.

### Sr. Web Marketing Executive

**Data Bridge Market Research | May 2022 - April 2023**

- On-Page and Off-Page SEO initiatives, optimizing content and set link-building strategies.
- Managed keyword research, content optimization, and link-building efforts to boost search visibility.
- Communicate with content creators to integrate SEO best practices into digital content seamlessly.
- Doing competitor analysis to refine content strategies and maintain a competitive edge.
- Using Search Console and Google Analytics for monitoring and optimizing website performance.

### Marketing Manager

**The Access | July 2021 - May 2022**

- Using Facebook, Instagram, WhatsApp, and YouTube marketing.
- Proficient in client communication and management.
- Using Google Ads for targeted advertising campaigns.
- Doing market research and analysis to inform marketing strategies.
- Engaged in direct client interactions as a Marketing Executive.

## Certificates

- HBP (Harvard Business Publication)Spreadsheet Modelling & Communication.
- Digital Marketing course on crea8tify site. (Perusing)

## Tools

- SEMrush
- AhRefs
- Moz
- Google Analytics
- Google Search Console
- ChatGPT
- Screaming Frog

## Interests / Achievements Interests:

- Web analytics
- Business development
- Digital Marketing
- Search Engine Optimization
- Screaming Frog
- ChatGPT
- Canva

## Language

- Hndi
- English
- Bengali

## Hobbies



## Marketing Executive

Winstar Pvt. Ltd. (Freelancer)| Jan 2021 - march 2021

- Our company has a gaming site so I am doing WhatsApp marketing to promote our Game. Where We Contacting Various sites (Who are provide some bulk SMS).
- We also work on Facebook &Instagram marketing for promotion. Where we advertise our game.
- We use telegram marketing for promotion and contact purposes. Where we create some groups and contact various persons for playing our game.
- There I also Going to online streaming on YouTube for our gameplaying.

## Digital Marketing Executive

Future Market Insight | Feb 2020 - July 2020

- Doing continuous keyword research to uncover and capitalize on new opportunities for expansion.
- Researching and implementing content recommendations for PR publications.
- Tracking, reporting, and analyzing website performance metrics.
- Developing and executing a robust link-building strategy to enhance online visibility and authority.
- Authored articles on Digital Marketing, SEO, SMM, and notable personalities, showcasing expertise and thought leadership.
- Utilized website research for insightful reporting purposes.

## INTERNSHIP

### Business Analyst

Xebia | May 2019 - July 2019

### Key Responsibilities:

- To understand how to form a problem statement
- Recognize problems, understand business & system process, extract data & visualize
- Identify potential manipulations to make the data prepared for modeling.
- Model building and validation Interpreting the output
- Recommendations for achieving the predictive outcome.
- Link- <https://github.com/bishalgupta1997/>

## EDUCATION HISTORY

2018-2020

ASM'S IBMR

PGDM

I complete My post graduation on Business Analytics.

2015-2018

Bundelkhand University

Bachelor of Science

I completed B.Sc.in graduation. From Bipin Bihari College, Jhansi.