

VAIBHAV GUPTA

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PROFESSIONAL SUMMARY

Skilled Digital Marketer with over five years of experience, backed by MBA, specialized in Digital Marketing. Passionate about creating impactful campaigns, optimizing online presence and delivering measurable results to drive business growth. Focused on long-term development and adapting new trends that deliver impactful results.

EDUCATION

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| Master of Business Administration, Dr. DY Patil, Pune | 2024 – 2026 |
| Bachelor of Business Administration, Chandigarh University, Punjab | 2021 – 2024 |
| Higher Secondary Schooling, DAV Public School, Patna | 2017 – 2019 |
| Secondary Schooling, DAV Public School, Patna | 2017 |

CERTIFICATION

- Google Ads Search Certification
- Google Ads Display Certification
- Google Ads Video Certification
- Patna Institute of Digital Marketing
- Digital Marketing from HubSpot
- Social Media from HubSpot
- SEO from HubSpot
- Content Marketing from SEMrush
- SEO from SEMrush
- Excel Skill from JPMorgan Chase & Co.
- Tally ERP9 Certification
- Diploma in Computer Application

SKILLS

Technical Skill

- SEO
- Google Ads
- Meta Ads
- WordPress
- Social Media Marketing
- Ai & Chatbots
- Content Writing
- Keyword Research
- Canva
- Microsoft Office
- Video Editing
- Tally ERP
- Shopify
- Blog Posting
- Google My Business

Soft Skill

- Creative
- Teamwork
- Problem Solving
- Communication
- Time Management
- Fast Learner

Language

- English - Proficiency and Fluency
- Hindi - Proficiency and Fluency

INTEREST

- Photography
- Travelling
- Sketching
- Badminton

EXPERIENCE

Digital Marketing Manager

Dec 2025 – Ongoing

HZY Clothing (Clothing Brand)

Offline Mode

- Managed paid campaigns with ₹6L+ monthly budget across Google Ads (Search, Performance Max, Shopping, Demand Gen) and Meta Ads (Sales, Traffic, Engagement) using bidding strategies like maximize conversions, tCPA, and tROAS, achieving up to 3.4x ROAS.
- Conducted keyword research, audience targeting, and ad copy testing to improve CTR, Quality Score, and conversion rates. Built product catalog ads and remarketing campaigns, also designed ad creatives through Canva.
- Managed and optimized Google Merchant Center product feeds, including product titles, labels, attributes, feed health monitoring, and resolving disapprovals to improve Shopping Ads performance and product visibility.
- Executed end-to-end SEO strategies including keyword research, schema, on-page, off-page and technical SEO. Also worked on AEO (Answer Engine Optimization) to improve visibility across AI-driven search platforms.
- Built and managed Shopify website from scratch, including e-commerce setup, product uploads, SEO-friendly URLs, site speed optimization, and website structure improvements.
- Implemented WhatsApp API and email marketing automation, creating end-to-end customer communication and lead nurturing workflows.
- Managed brand presence across Instagram, Facebook, LinkedIn, and Pinterest, developing content calendars, campaign strategies, influencer collaborations and performance reports to drive engagement and growth.

Digital Marketing Specialist

Nov 2023 – Dec 2025

Analkrit Weaves (Primary – WeInd Provider Solutions)

Remote Mode

- Created SEO friendly e-commerce website along with pixels, console and analytics integration.
- Conducted market research of target audience, industry trends and competitors.
- Created various paid campaigns, budget – 80 to 90K per day for Google Ads and Meta Ads (search, shopping, p-max, demand gen, traffic, sales and leads).
- Researched keyword for SEO meta, schema markup, permalinks through SEMrush and Google Ad tools for better organic growth.
- Managed social media profiles, developed content calendar and marketing report through various tools.
- Researched and developed marketing strategies for premium branding.
- Integrated AI automation across various social media for better customer relationship management.
- Designed well researched and trending creatives for social media, branding and ad copy.

WeInd Provider Solutions (Healthcare BPO Company)

- Built the corporate website, performed SEO, and created social media content.
- Wrote healthcare/BPO blogs and managed LinkedIn presence.

Additional Work Across Sister Companies

House of Aalankrit (Clothing Brand)

- Developed WordPress e-commerce website, designed creatives, managed social media.
- Executed SEO (On/Off Page, Technical) and performed competitor research.

Glim Media (Digital Agency)

- Created the agency website and supported branding & marketing strategy.
- Managed social media channels and carried out On/Off Page SEO.

Digital Marketing Executive

Care With Heart

Nov 2022 – Nov 2023

Remote Mode

- Optimized website performance including organic traffic, bounce rate and conversion rates by improving user experience and valuable data.
- Created multiple paid campaigns for google ads (search, display and p-max) and meta-ads (traffic, engagement, leads and sales).
- Performed A/B testing, competitor analysis & creating strategies for various paid campaigns.
- Optimized client's GMB including local targeting, content posting & keyword optimization.
- Worked on clients' websites including API integration, short code, meta field & user experience.
- Collaborated with various teams to create SEO friendly website's contents and social media graphics.

Digital Marketing Executive

CLAT Gurukul

Mar 2021 – Oct 2022

Hybrid Mode

- Created SEO friendly content for various social media channels and website.
- Developed institute's website including keyword research and complete SEO (on-page, off-page, backlinks and local SEO)
- Planned and conducted marketing research and competitor analysis of the institute.
- Designed graphics for various social media platforms including paid ads.
- Prepared content calendar and provided creative ideas for content marketing.
- Planned, scheduled, executed new marketing campaigns through social media management tools.
- Created and optimized meta-ads for institute's courses and test series.

INTERNSHIP

Digital Marketing Intern

Success Ladder Technology

June 2023 – Dec 2023

Remote Mode

- Conducted thorough research on client's industry-related topics.
- Created well-researched SEO friendly content for social medias and websites.
- Designed and executed social media creatives on various platforms.
- Managed and optimized multiple Facebook pages and Meta ads for the clients.
- Researched trending keywords and hashtags for social media platforms and content marketing.
- Collaborated with other teams for making trending content marketing and graphics designing topics.
- Prepared research reports weekly as per the routine overview of the engagement.
- Analysed competitor's platforms and prepared strategies in accordance with the findings.

Digital Marketing Intern (Team Leader)

Digital Gyani

Dec 2022 – Feb 2023

Hybrid Mode

- Managed social media accounts for clients, including SEO friendly content creation, scheduling and analysing engagements and metrics.
- Managed and optimized multiple GMV of various clients including local and state-based location.
- Assisted in implementing SEO strategies, including keyword research, on-page, off-page, and link building.
- Guided, supported and assigned tasks to other interns and keeping an eye on their performance.
- Designed various client's website as well as complete SEO (on-page, off-page and backlinks).
- Conducted market research and competitor analysis to inform strategic decisions.
- Implemented paid advertising campaigns across various platforms, such as Google Ads and facebook ads.
- Collaborated with senior team members to develop strategies and campaign for clients.
- Generated regular reports detailing campaign performance, insights, and recommendations for improvement.

Social Media Marketing Intern

Travel with Love

June 2022 – Aug 2022

Remote Mode

- Developed engaging content for various social media platforms including Instagram and facebook.
- Assisted in planning, execution and optimization of various social media campaigns.
- Developed appealing graphics for social media platforms as well as multiple paid ads.
- Optimized social media profiles and pages with research keywords, descriptions and user interface.
- Worked with various teams including digital marketing and sales to align with overall marketing activities.

Digital Marketing Intern

Corizo

Jan 2022 – Mar 2022

Remote Mode

- Designed graphics through canva for various platforms including social media channels and website.
- Created content for multiple digital channels such as social media, blogs and website.
- Conducted research on target audience, industry trends and competitors.
- Worked on the keyword research for website optimization and SEO contents.
- Managed social media accounts by scheduling posts, engaging followers and preparing content calendar.