



KANHA GUPTA

SEO & DIGITAL MARKETING PRACTITIONER

WORK EXPERIENCE

● GROWTH MARKETER (SEO)

HOTELOGIX

FEB 2023 - PRESENT [9 MONTHS]

- Growth marketer (SEO) at Hotelogix, optimizing online presence and driving bookings through strategic search engine optimization.

● ASSISTANT MARKETING MANAGER

XOXODAY

JUL 2021 - DEC 2022 [1 YEAR 6 MONTHS]

- Came up with potential keywords that can rank better in search engines: maintained keyword analysis and reports associated with search engine optimization efforts.
- Hands-on experience in image and keyword optimization.
- Most of my researched keywords have made it into the top 10, the 20s, 30s, and 50s Google SERP.
- Competitor Analysis - Keywords Gap, Backlinks

● MARKETING INTERN

XOXODAY | JUL 2020 - JUN 2021 [1 YEAR]

- Keyword research and came up with potential keywords that can rank better in search engines. Maintained keyword analysis and reports associated with search engine optimization efforts.
- Most of my researched keywords have made it in the top 10, the 20s, 30s, and 50s Google SERP.
- Social Media posting.
- Blog Publishing & SEO Reporting.

● MARKETING INTERN

AGUMENTIK | MAY 2020 - JUN 2020 [2 MONTHS]

- Keyword Research
- Social Media posting.
- Blog Publishing & SEO Reporting.

SKILLS

- SEO (On-page, Off-page, Technical)
- Keyword Research
- Google Search Console (GSC)
- Google Analytics (GA)
- Ghost, Webflow & Wordpress (CMS)

CONTACT

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CAREER OBJECTIVE

To advance my career as a Digital Marketer, enhance my technical SEO skills, and help businesses create a more substantial online presence. I would love to be a part of a pool of highly experienced and talented team of internet marketers that pave the growth path.

EDUCATION

- Integrated B.tech-MBA (Marketing)
Lovely Professional University | 2016 - 2021
7.65/10 CGPA

CERTIFICATIONS

- Digital Marketing Specialization, 2020
University of Illinois, Coursera
- SEO, SEO II 2023
HubSpot Academy

TOOLS

- SEMRUSH
- AHREFS
- Trello
- Google Search Console
- Google Analytics
- Jira
- Screaming Frog

 <https://www.linkedin.com/in/kanhagupta/>

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