



Uttam Gupta

Experienced Affiliate Marketing Executive with a proven track record at Amazon Affiliate, generating over ₹2 crores in sales revenue through innovative strategies. Demonstrated expertise in digital marketing, including SEO, content marketing, and social media campaigns. Skilled in data analysis and performance optimisation using tools like Google Analytics. Successfully built and engaged a community of 10,000+ targeted Telegram subscribers. Previous roles include managing Google Ads and Facebook Ads at Muki Technology, enhancing client ROI through comprehensive ad strategies and market research. Proficient in WordPress development, e-commerce functionality, and website optimisation for improved user experience and search rankings. Career goal: to leverage extensive digital marketing skills to drive growth and innovation in dynamic environments.

CONTACT

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SKILLS

Digital Marketing Skills

- Search Engine Optimization (SEO)
- Search Engine Marketing (SEM)
- Social Media Marketing (SMM)
- Pay-Per-Click Advertising (PPC)
- Content Marketing and Strategy
- Email Marketing (Campaigns & Automation)
- Conversion Rate Optimization (CRO)
- Marketing Analytics (Google Analytics, Google Search Console)
- Branding and Brand Management
- Influencer Marketing
- Online Reputation Management (ORM)
- Video Marketing and YouTube SEO
- Lead Generation and Nurturing
- Performance Marketing
- Audience Segmentation and Targeting
- Retargeting/Remarketing Strategies

EXPERIENCE

Affiliate Marketing Executive

Amazon Affiliate - Gwalior

- Professional Experience
- Amazon Affiliate Marketing Specialist
- Self-employed | May 2019 – December 2024
- Revenue Generation: Successfully generated ₹2 crores+ in sales revenue in the last financial year through innovative affiliate marketing strategies across multiple channels.
- Social Media Marketing: Leveraged platforms such as Telegram, WhatsApp, and social media (Facebook, Instagram, etc.) to drive traffic and conversions, achieving a consistent increase in affiliate earnings.
- Community Building: Gained 10,000+ highly targeted Telegram subscribers and built a personal network of over active members across social media and messaging platforms.
- Digital Marketing Expertise: Applied SEO, content marketing, and email campaigns to optimize affiliate performance and maintain a competitive edge in the e-commerce affiliate industry.
- Data Analysis: Regularly tracked and analyzed campaign performance using tools like Google Analytics and Amazon Affiliate dashboards, optimizing strategies for higher ROI.
- Innovative Strategies: Designed exclusive deal-sharing campaigns, seasonal promotions, and personalized recommendations that resonated with diverse audiences, driving loyalty and repeat purchases.
- Collaboration: Partnered with content creators, influencers, and niche communities to amplify reach and boost sales performance.
- Subscriber Engagement: Maintained high retention rates on Telegram and WhatsApp channels by delivering timely updates, personalized recommendations, and exclusive offers.
- Key Achievements:
- Drove over ₹5 crores in total sales revenue since 2019, achieving a 60% growth in affiliate income year-over-year.
- Gained 10,000+ targeted Telegram subscribers, with a 40% conversion rate to affiliate purchases.

- Competitor Analysis and Market Research
- Mobile Marketing (App Install Campaigns, Push Notifications)
- Budget Management for Ad Campaigns
- Affiliate Marketing

Wordpress Development

- Custom WordPress Landing Pages
- - Plugin Development and Customization
- - WordPress Website Design and Layout
- - WooCommerce Setup and Customization
- - HTML, CSS, JavaScript, and PHP for WordPress
- - Responsive and Mobile-Friendly Design
- - WordPress Security Best Practices
- - Search Engine Optimization for WordPress (Yoast SEO, RankMath)
- - Page Builders (Elementor, WPBakery, Divi)
- - Website Performance Optimization (Speed, Caching, CDN)
- - Database Management (MySQL)
- - Integrating APIs with WordPress
- - Backup and Recovery Solutions (UpdraftPlus)

Affiliate Marketing Skills

- - Affiliate Link Management and Optimization
- - Affiliate Network Management (Amazon Associates)
- - Traffic Generation via Organic and Paid Methods
- - Performance Tracking and Analytics (Google Analytics, Affiliate Dashboards)
- - Audience Research and Niche Targeting
- - Deal/Offer Campaign Management

- Consistently ranked among top-performing Amazon affiliates in targeted product categories.

Google ads , facebook ads

Muki Technology - Gwalior

04/2018 - 10/2024

- Collaborated with cross-functional teams, aligning Google Ads campaigns with broader marketing objectives.
- Utilised Google Analytics to monitor campaign performance, identifying trends and opportunities for optimisation.
- Prioritised user experience in ad placements, minimising intrusion while maximising brand exposure.
- Developed and implemented comprehensive Google Ads strategies, maximising client ROI across multiple campaigns.
- Managed keyword research and selection, enhancing ad relevance and quality scores.
- Coordinated with creative teams to produce engaging visual ads tailored to target audiences.
- Conducted A and B testing on ad elements to identify high-performing variations for increased campaign effectiveness.
- Implemented conversion tracking solutions to measure campaign impact and adjust strategies accordingly.
- Analysed performance data to refine ad targeting, improving click-through rates and conversion metrics.
- Analysed website analytics to understand customer behaviour and refine marketing tactics.
- Conducted market research to understand competitor strategies and identify opportunities for growth.
- Collaborated with web developers to improve website functionality and user experience.
- Developed email marketing strategies to increase customer engagement and repeat purchases.
- Managed budget for digital advertising and ensured optimal allocation for maximum return on investment.
- Implemented SEO strategies to improve organic search rankings and increase online visibility.
- Created detailed reports on e-commerce performance, highlighting successes and areas for improvement.
- Analysed sales data to identify trends and make informed decisions on stock levels.
- Coordinated with supply chain partners to guarantee timely delivery of online orders.
- Utilised social media channels to promote new products and special offers, growing the online community.
- Monitored consumer patterns, anticipating changes and maintaining marketing strategy relevance in dynamic landscape.
- Wrote copy for advertisements, email communications and media used in advertising.
- Established clear objectives for marketing initiatives, guiding implementation, tracking and optimisation efforts.
- Advised business clients on best mix of products for maximum sales and consumer engagement.

- - Landing Page Optimization for Conversions
- - Social Media Campaigns for Affiliate Promotions
- - Building and Managing Email Lists
- - Community Building (Telegram, WhatsApp Groups)
- - Conversion Funnel Creation
- - Compliance with Affiliate Program Policies
- - Split Testing and A/B Testing
- - Affiliate Marketing Tools (ThirstyAffiliates, Pretty Links)
- - Negotiating with Partners and Merchants
- - Generating Passive Income Streams
- - Scaling Affiliate Revenue Through Multi-Channel Strategies

Digital Marketing, WordPress Development, and Affiliate Marketing Tools

- SEO and Analytics Tools: Google Analytics, Google Search Console, Ahrefs, SEMrush, Moz Pro, Screaming Frog, Ubersuggest, Yoast SEO, RankMath.
- PPC and Advertising Tools: Google Ads (Keyword Planner, Display Planner), Facebook Ads Manager, Meta Business Suite.
- Content Creation and Design Tools: Canva.
- WordPress Development Tools: Elementor, WPBakery, Divi Builder, Visual Composer, Advanced Custom Fields (ACF), Gutenberg Editor.
- E-commerce Tools: WooCommerce.
- Performance and Security Tools: WP Rocket (Caching),

- Developed research strategies to assess market demand for new offerings.
- Created customer awareness of goods, services and special promotions with creative advertising strategies.
- Used data to build strategies for targeting specific markets and consumer demographics.

Wordpress website designer

Muki Technology - Gwalior

04/2018 - 09/2024

- Managed design and planning throughout development process of web-based applications.
- Managed website content updates, utilised CMS tools effectively to keep content fresh and relevant for target audiences.
- Developed e-commerce functionality, including shopping carts and payment gateways, to facilitate online transactions.
- Integrated social media platforms with websites, amplifying online presence and fostering community engagement.
- Optimised website loading times by compressing images and utilising caching techniques, enhancing user satisfaction.
- Implemented SEO best practices in website development, significantly increasing organic search rankings and traffic.
- Led website redevelopment projects, collaborating with cross-functional teams to enhance site functionality and aesthetics.
- Conducted website security audits regularly, applying updates and patches to safeguard against potential vulnerabilities.
- Configured and managed web hosting environments, ensuring high availability and performance of websites.
- Leveraged APIs to integrate third-party services and data into websites, enhancing functionality and user experience.
- Provided technical support and training to clients on managing their websites, empowering them with the knowledge to make updates.
- Estimated, implemented and delivered web designs in a timely and efficient manner.
- Developed and maintained responsive website designs compatible with multiple devices and browsers, improving user engagement.
- Optimised website loading times by compressing images and minimising code, enhancing user satisfaction.
- Monitored website performance, making necessary adjustments to handle varying traffic loads.
- Researched new web technologies and trends, recommending implementations to keep websites current.
- Implemented SEO strategies to improve website visibility and search engine rankings.
- Completed website backup and disaster recovery planning daily, reducing data hack or loss risks.
- Managed online content using best practices in SEO to improve search rankings.
- I work as Freelancer.

SEO Analyst - Digital Marketing

Muki Technology - Gwalior

Cloudflare (CDN), Sucuri Security, iThemes Security.

- Backup and Migration Tools: UpdraftPlus, Duplicator, All-in-One WP Migration.
- Affiliate Marketing Tools: Pretty Links, ThirstyAffiliates, Bitly (Link Shortening).
- Social Media Promotion Tools: Telegram Bot Tools (e.g., ManyBot), WhatsApp Business Tools, Facebook Groups, and Community Management.

04/2018 - 09/2024

- Coordinated with web developers to implement technical SEO best practices, including site speed optimisation and mobile responsiveness.
- Utilised social media platforms to amplify content reach and engage with target audiences, driving traffic back to the website.
- Implemented schema markup and other structured data techniques to enhance search engine result page listings.
- Implemented technical SEO audits and made recommendations for website improvements to ensure compliance with search engine guidelines.
- Optimised website content, landing pages, and paid search copy to increase visibility and improve search engine performance.
- Managed online reputation by monitoring brand mentions and addressing negative reviews to maintain a positive image.
- Engaged in continuous professional development to stay abreast of the latest SEO trends and algorithm updates.
- Managed Pay-Per-Click PPC campaigns, including ad creation, bid management, and performance analysis for optimal results.
- Conducted competitor analysis to identify gaps in the market and opportunities for growth within the digital landscape.
- Collaborated with external agencies and vendors to execute specialised SEO projects and initiatives.
- Analysed user behaviour and website analytics to identify user experience improvements and increase conversion rates.
- Crafted detailed monthly reports on SEO progress and achievements, providing insights and recommendations for future actions.
- Monitored and analysed SEO performance metrics using Google Analytics and other tools to inform strategy adjustments.
- Conducted comprehensive keyword research and implemented SEO strategies to boost website rankings in search engine results pages.
- Collaborated with content creation teams to produce SEO-friendly content that drove traffic and engagement.
- Compiled comprehensive reports to inform clients on website traffic and analytics.
- Developed strategies to improve user engagement and reach on social media platforms.
- Collaborated with content creators to produce SEO-friendly articles, blogs, and web copy.
- Consulted with clients on SEO, website optimisations and on-page content recommendations tailored to business goals.
- Carried out keyword research to determine high traffic potential.
- Delivered detailed monthly reports on SEO performance, highlighting key metrics and growth opportunities.
- Leveraged appropriate SEO tools and internal data sets for monitoring, insights and recommendations.
- Updated SEO optimising tasks using content management systems.
- Inspected website code for errors, making adjustments to achieve optimal performance.
- Conducted in-depth keyword research to optimise web content and improve search rankings.
- Led successful link-building campaigns, increasing backlinks and boosting domain authority.
- Engaged in competitor analysis to benchmark and surpass their

SEO strategies effectively.

- Identified and rectified technical SEO issues, ensuring websites adhered to best practices.
- Improved search engine rankings by designing and implementing onsite and offsite tactics.
- Implemented changes directly on website through understanding technical aspects of SEO.
- Managed on-page and off-page SEO elements, significantly enhancing online visibility.
- Implemented schema markup to enhance search engine results pages SERPs appearances.
- Researched SEO keywords to develop strategies aligning with client goals.
- Developed and implemented comprehensive SEO strategies, increasing organic traffic by 45%.
- Coordinated with social media teams to synchronise efforts, enhancing overall digital presence.
- Managed local SEO efforts, dramatically increasing visibility for location-based searches.
- Optimised website architecture, improving site speed and user experience for higher engagement.
- Reviewed sales data to forecast market trends and adapt marketing strategies.
- Established clear objectives for marketing initiatives, guiding implementation, tracking and optimisation efforts.
- Used data to build strategies for targeting specific markets and consumer demographics.
- Created customer awareness of goods, services and special promotions with creative advertising strategies.
- I work as Freelancer.

EDUCATION

09/2024 - Current

Master of Business Administration MBA

Prestige Institute of Management & Research, PIMRG - Gwalior

04/2017 - 03/2020

Bcom Graduation Bcom

Jiwaji University Gwalior - Gwalior

- Percentage: 58%

04/2015 - 03/2017

12th Commerce

Govt Higher Secondary School Excellence No. 1 - Gwalior, Madhya Pradesh, India

Percentage: 78%