

STUTI CHOWDHARI

DIGITAL MARKETING EXECUTIVE

Bareilly, UP | stutichowdhari@gmail.com | 9927602364

Results-driven Digital Marketing Executive with 2+ years of experience in SEO, content strategy, and performance marketing. Skilled at transforming data insights into high-converting content strategies that improve engagement, traffic, and conversions. Passionate about building ROI-focused campaigns, optimizing user journeys, and creating scalable digital growth strategies across platforms.

SKILLS

- Graphic Designing (Canva)
- Keyword Analysis, Wordpress
- Social Media Optimization, SEO
- Affiliate Marketing, Google Ads
- Social Media Marketing, Meta Ads
- Google Web Master, E-Commerce
- Content Writing, Google Analytics, Google AdSense
- HTML, CSS, Javascript

PROFESSIONAL EXPERIENCE

UniBright Solutions, SEO Executive (Hawaii, USA- Remote) **April 2026 - Present**

- Developed and optimized AI SEO, SEO, AEO, and GEO content strategies to improve search visibility and brand presence.
- Conducted keyword research, keyword mapping, and on-page optimization aligned with search and AI-driven platforms.
- Created high-quality blogs, landing pages, and website content optimized for search intent and AI visibility.
- Optimized content for Google AI Overviews, ChatGPT, and other AI search platforms to improve discoverability.
- Collaborated with teams to enhance content quality, user experience, and website performance.

Subhkamna Pariwar, Digital Marketing Executive (Bareilly, UP) **Dec 2024 - Nov 2025**

- Developed and executed content strategies aligned with business goals, improving digital engagement and brand visibility.
- Managed multi-channel campaigns (SEO, social media, ads) to drive qualified traffic and conversions.
- Created high-performing content assets including blogs, landing pages, and ad creatives.
- Improved website performance through on-page SEO, keyword mapping, and content optimization.
- Collaborated with teams to enhance user experience and content flow across platforms.

Pavitramenthe Fair Organic Pvt Ltd, Digital Marketing Executive (Bareilly, UP) **Jun 2024 - Oct 2024**

- Managed e-commerce and social media content strategy, boosting brand awareness and sales.
- Created conversion-focused product content and creatives for online platforms.
- Worked on SEO optimization and keyword targeting to improve organic reach.
- Supported performance marketing campaigns with engaging ad creatives.

VehicleCare, Digital Marketing Executive (Gurgaon - Remote) **Oct 2023 - May 2024**

- Executed SEO and content strategies, increasing organic traffic by 35%.
- Developed data-driven keyword strategies and backlink campaigns.
- Optimized landing pages for better conversion and user engagement.

PROJECT & STRATEGIC EXPERIENCE

- Designed SEO-optimized content frameworks for service pages (AI SEO, eCommerce, Social Media Marketing).
- Created conversion-focused blog content targeting high-intent keywords.
- Worked on content structuring for better AI readability and chatbot integration.
- Developed content calendars and campaign strategies for multiple brands.

EDUCATION

Master of Business Administration

2022 - 2024

Maharaja Agrasen Himalayan Garwal University

Bachelor of Arts

2017 - 2020

Mahatma Jyotiba Phule Rohilkhand University

CERTIFICATIONS

- One Year ITI (COPA) from Govt. ITI World Bank Mahila Bareilly in 2018.
- CCC (Course On Computer Concepts) from NIELIT in 2018.
- PGDCA (Post Graduate Diploma in Computer Application) from Khandelwal College group of institutions, Bareilly in 2022.
- Advance Python Certificate Training From Digiam India Pvt. Limited in 2023.
- Digital Marketing Certificate Training From Digiam India Pvt. Limited in 2023.

ADDITIONAL INFORMATION

- **Languages:** English, Hindi
- **Linkedin Profile:** www.linkedin.com/in/stuti-chowdhari-468450233
- **Blog:** www.technoistuti.in
- **Portfolio:** www.portfolio.technoistuti.in