

# Ajitkumar Gupta

## Digital Marketing Executive

Vashi, Navi Mumbai, Maharashtra

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## PROFESSIONAL SUMMARY:

I am a results-driven digital marketing professional with three years of experience in SEO, Google Ads, and Social Media Marketing. I specialize in driving measurable growth by increasing website traffic, improving search visibility, and generating high-quality leads through data-driven strategies. With strong expertise in campaign optimization and analytics, I leverage tools like Google Analytics, SEMrush, and Meta Ads Manager to maximize ROI. I am eager to apply my strategic mindset and execution skills to help a growth-focused organization achieve sustainable digital success.

## WORK EXPERIENCE:

### Digital Marketing Executive

Jasraj Properties | Jan 2023 – Dec 2024

- Increased organic SEO traffic by 200% from Google within 6 months through targeted keyword optimization and technical SEO improvements.
- Reduced Meta Ads cost-per-lead (CPL) by 50% through advanced audience segmentation, creative testing, and bid strategy optimization.
- Led SEO and paid campaigns on Google, Facebook, and Instagram, generating high-quality real estate leads.
- Coordinated with design and sales teams to align marketing with business goals.
- Monitored and optimized campaigns daily to maximize ROI.

### SEO Specialist

Wooblr Technologies Pvt. Ltd. | Oct 2020 – Oct 2021

- Increased organic traffic 150% in 3 months, securing top 3 Google rankings for 20+ high-value keywords.
- Boosted CTR from 1.5% to 4.8% through optimized meta tags and structured data.
- Executed keyword research and on/off-page SEO strategies.
- Delivered monthly reports with actionable insights, improving client retention.

## INTERNSHIPS

### Digital Marketing Intern

IIDE | Jan 2022 – Feb 2022

- I gained hands-on experience in SEO, social media marketing, content writing, and Google Sheets while collaborating on real digital marketing projects.
- I also learned to create basic marketing plans and content strategies to support campaigns.

## **Data Analyst Intern**

GlobalShala | Jan 2022 – Feb 2022

- Analyzed ad campaign data to identify trends and optimize marketing strategies.
  - Created visual reports and dashboards using Google Sheets and Excel for management review.
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## **EDUCATION:**

### **Bachelor of Engineering – Computer Engineering**

ViMEET, Mumbai University – Raigad | 2023

CGPA: 8.84

### **H.S.C. – Science**

Tilak College of Science, Commerce & Arts, Navi Mumbai | 2019

Score: 68.46%

### **S.S.C.**

I.E.S. Navi Mumbai High School | 2017

Score: 61%

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## **CERTIFICATIONS:**

- Digital Marketing Specialist – LinkedIn Learning | 2022
  - Fundamentals of Digital Marketing – Google Digital Garage | 2021
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## **SOFT SKILLS:**

- Problem Solving
  - Team Collaboration
  - Creative Thinking
  - Communication
  - Fast Learner
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## **INTERESTS:**

- New Technology News
- Open Source News
- Exploring New AI Tools