HARSHIT

Digital Marketing Specialist

CORE SKILLS

› Campaign Management

› Google Ads & Meta Ads

› SEO Strategy

› Google Analytics 4 (GA4)

› Google Tag Manager

› Search Console

› Landing Page Optimization

› Keyword Research & Bidding

› A/B Testing

› Competitor Analysis

› Conversion Tracking

› Reporting & Analytics

TOOLS & PLATFORMS

Google Ads · Meta Ads Manager

GA4 · GTM · Search Console

SEMrush · Ahrefs · Keyword Planner

EDUCATION

BBA: Marketing

MDU University *: June 2026*

PROFESSIONAL SUMMARY

Digital Marketing Specialist with 2.5+ years of experience driving measurable growth through Performance Marketing(Google & Meta Ads) and SEO. Proven ability to scale campaigns across Google Ads and Meta Ads, generate high-quality leads, and deliver strong ROI. Deep expertise in conversion tracking, audience segmentation, and data-driven optimization across diverse industries.

WORK EXPERIENCE

Digital Marketer *Jan 2026 – Present*

Treasure Creatives · New Delhi

- Developed and executed targeted campaigns across Google & Meta, boosting brand visibility and lead volume.
- Monitored market trends and competitor activity to adapt strategies and maintain competitive advantage.
- Ran A/B tests on ad creatives, targeting, and landing pages to continuously improve ROI.
- Reported campaign performance via GA4, presenting data-backed insights to stakeholders.

Key Projects:

→ **treasurecreatives.com** (₹10K/mo)

→ **aya.jkcement.com** (₹1L/mo)

→ **hangitup.in** (₹50K/mo)

→ **chiropractor360.co.in** (₹25K/mo)

Google Ads Specialist *Oct 2024 – Dec 2025*

Nians · Gurugram

- Managed full-funnel campaigns: Search, Display, Video, and Remarketing across high-budget accounts.
- Engineered ad copies that elevated CTR and quality scores, reducing CPL significantly.
- Applied manual and automated bidding strategies (tCPA, tROAS) to maximize efficiency.
- Implemented precise conversion tracking via GA4, GTM, and platform pixels.
- Executed audience segmentation and remarketing to re-engage high-intent users.

Key Projects:

→ **jkmaxxpaints.com** (₹8L/mo)

→ **technians.com** (₹3L/mo)

→ **syntecairflowsystem.com** (₹1L/mo)

→ **quantumpharmatech.com** (₹50K/mo)

COURSE

Onetick – Faridabad | 01/2023

CERTIFICATIONS

Google Search & Display Ads Certified

Issued: November 2025

LANGUAGES

English , Hindi

SEO Specialist *Sep 2023 – Sep 2024*

Onetick CDC · Faridabad

- Designed and executed end-to-end SEO strategies improving organic rankings and site traffic.
- Performed in-depth keyword research using SEMrush, Ahrefs, and Google Keyword Planner.
- Handled on-page optimization: meta tags, content, internal linking, URL structure, schema markup.
- Led technical SEO improvements: page speed, crawlability, XML sitemaps, and robots.txt.
- Ran comprehensive audits with actionable fixes that delivered measurable SERP improvements.

Key Projects:

→ **zepcode.in** (Full SEO Strategy & Execution)