

*Designed by Ajay Kumar*



# PORTFOLIO



*Designed by Ajay Kumar*



# Welcome Ji ,

## I am Ajay Kumar

“I am, a passionate **digital marketer** driven by creativity, data, and strategy. With expertise in **SEO, social media marketing, content creation,** and **performance marketing,**

I help brands increase visibility, drive engagement, and convert audiences into loyal customers.”

Let's craft powerful marketing strategies that make an impact!

# Expertise & Skills

## Skills

- Meta Ads (Lead Generation, Retargeting, Lookalike Audiences)
- Google Ads (Search, Display, Performance Max)
- SEO Off-Page Strategies
- Google My Business Optimization
- Conversion Tracking (Meta Pixel, GA4, UTM)
- A/B Testing & Campaign Scaling
- AI Content Writing
- Social Media Management

## Education

- Graduation – BOL University
- 12th – CBSE Board
- 10th – CBSE Board

## CERTIFICATIONS

1 Year Digital Marketing Course  
– iDigitalpreneur

*Work together*

## Experience

- Kalp Shakti Ayurveda Pvt. Ltd.**  
(Digital Marketing Intern) 1 year
- Taxcrafted Solutions OPC Pvt. Ltd**  
(Performance Marketer) 1 year
- Kamal Associates Private Limited**  
(Performance Marketer) 1 year

**Total  
Experience  
3 Year**

# Software Tools

## SEO & Analytics

✔ Google Search Console | Google Analytics | SEMrush | Ahrefs | Moz | Screaming Frog | Ubersuggest

## Social Media & Advertising

✔ Meta Business Suite (Facebook & Instagram Ads) | Google Ads |

## AI Content Marketing & Writing

✔ Grammarly | Copy.ai | SmallSEOtool

## Email Marketing & Automation

✔ Mailchimp | Gmass

## Google My Business Profile

✔ Localo | GMB Plug

# Table of Content

01

SOCIAL MEDIA  
CREATIVE

SEO  
CONTENT WRITING

02

03

ADS  
MARKETING

SOCIAL MEDIA  
MANAGEMENT

04

# SOCIAL MEDIA



CREATIVE

Visual Content i created for social networks such as  
Instagram and Facebook

# Creative Social Media

## STANDARD PACKAGE

- 1 Go Carzy with FB Ads
- 2 Basic Automation Mastery (Instagram & WhatsApp)

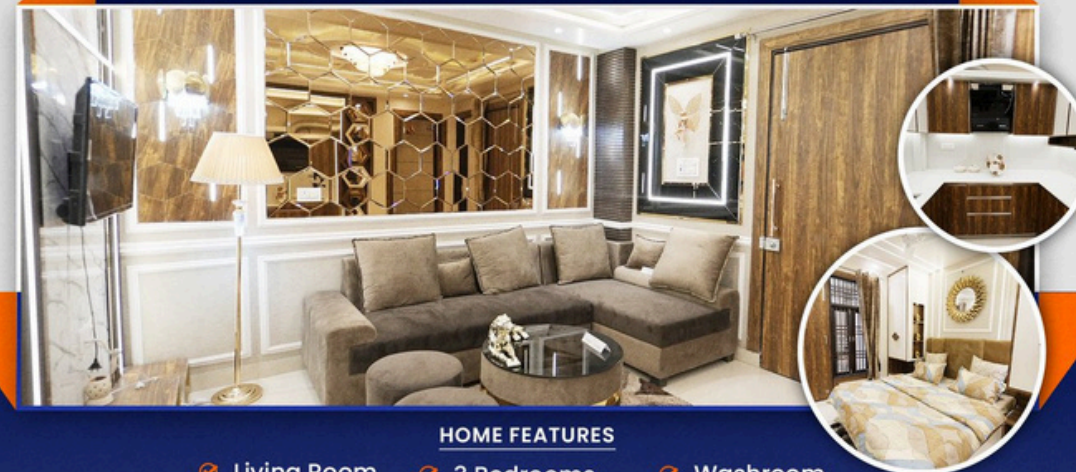


Website Price: ₹2,948

With my Promo Code: ₹1,699



## THE PERFECT HOME FOR SALE 3 BHK FLAT



### HOME FEATURES

- Living Room
- 3 Bedrooms
- Washroom
- Kitchen
- Lift & Parking
- Balcony

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# Creative Social Media

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- GST Registration
- MOA & AOA
- ESIC & EPFO
- PAN & TAN
- MSME Registration
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- Digital Signature 2 Director
- Din 2 Director
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- 1 An individual natural person can incorporate a one person company
- 2 The liabilities of the member of the OPC are limited
- 3 An OPC can be formed as a private company
- 4 At least one director is required to be appointed on the board of OPC

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**TAXCRAFTED SOLUTIONS**

## One Person Company

where a single entrepreneur turns an idea into an officially recognized business empire.



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# THUMBNAIL

CREATIVE



Visual Content i created for social networks & Blogging such as  
Youtube and Website

# Creative **Thumbnails & Featured images**



**How to Get the Best Deal While Buying **Property** in **Dwarka Mor****

Looking to buy property in Dwarka Mor? Learn expert tips to get the best deal with verified listings, smart negotiation & legal support from Kamal Associates.

- ✓ verified listings
- ✓ smart negotiation
- ✓ Legal support

Call Now : **8444840765** | Visit Us : [www.kamalassociate.com](http://www.kamalassociate.com)



**Kamal Associates Presents**

**Premium **2BHK, 3BHK & 4BHK** Flats**  
*in Dwarka Mor for Modern Home Buyers*

- ✓ Verified Properties
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- ✓ Expert Guidance

[www.kamalassociate.com](http://www.kamalassociate.com)    /KamalAssociates

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## **Affordable Flats Near Dwarka Mor Metro: Location Advantages Explained**

Explore affordable 2BHK, 3BHK & 4BHK flats near Dwarka Mor Metro. Complete buyer guide with location benefits by **Kamal Associates**.

Call Now: **8448440765**

Visit Us: [www.kamalassociate.com](http://www.kamalassociate.com)



## **How We Help Buyers Find the Right Property**

Looking to buy property in West Delhi? **Kamal Associates** helps buyers find verified properties with expert guidance, legal support & best prices.

 Call Now: **8448440765**

Visit Us: [www.kamalassociate.com](http://www.kamalassociate.com)





# Creative **Thumbnails & Infographics**



**NEW UPDATE** ALL MEMBERS PACKAGES 

 <b>BASIC</b>	 <b>ELITE</b>	 <b>PRO</b>
<ul style="list-style-type: none"><li>• Book Keeping Excel</li><li>• GST Return Filing</li><li>• Business Tax Return (ITR4)</li><li>• GST Reconciliation</li><li>• Financial Statement Preparation</li></ul>	<p><b>MOST POPULAR</b></p> <ul style="list-style-type: none"><li>• TDS Filing / TAX Planning</li><li>• EPFO/ESIC Monthly Contribution</li><li>• Payroll Management</li><li>• Book Keeping Tally Entry</li><li>• GST Reconciliation</li><li>• Business Tax Return (ITR3)</li><li>• Financial Statements Preparation</li></ul>	<ul style="list-style-type: none"><li>• TDS Filing / TAX Planning</li><li>• Payroll Management</li><li>• GST Reconciliation</li><li>• Book Keeping Tally Entry</li><li>• Business Tax Return (ITR3) / Personal Tax Return</li><li>• Financial Statements Preparation</li></ul>
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# SEO WORK



I do Content Writing and backlink building  
**Off-Page and Content Marketing**

# Content Writing & Blogs

## Blog 2



**How We Help Buyers Find the Right Property**

Looking to buy property in West Delhi? Kamal Associates helps buyers find verified properties with expert guidance, legal support & best prices.

Call Now: 844840765  
Visit Us: [www.kamaassociate.com](http://www.kamaassociate.com)

## How We Help Buyers Find the Right Property | Kamal Associates

Looking to buy property in West Delhi? Kamal Associates helps buyers find verified properties with expert guidance, legal support & best...

2/11/2026

## Blog 1



2 BHK Spacious Apartment

## Staycation Options Near Nawada for a Calm and Comfortable Stay

staycation near nawada

staycation options in dwarka mor

homestay near nawada delhi

+5 more

Ajay kumar · Jan 28, 2026

# Content Writing & Blogs

## Blog 2

### Stay Option Near Dwarka Mor: A Complete Guide for Comfortable Living

Looking for a stay option near Dwarka Mor? Explore comfortable homestay and staycation choices with easy connectivity and peaceful surroundings.

Call Now : 9289229217 | 8447305662

Visit Us : [www.garvikstay.com](http://www.garvikstay.com)



2 BHK Spacious Apartment

### Stay Option Near Dwarka Mor: A Complete Guide for Comfortable...

stay option near dwarka mor

homestay near dwarka mor

stay near dwarka mor metro

+3 more

Ajay kumar · Feb 4, 2026

## Blog 1

kamalassociate.com

2BHK Builder Floor for Sale in Uttam Nagar West –  
540 Sq Ft | Kamal Associates

Own a 2BHK builder floor in Uttam Nagar West – 540 sq ft, fully furnished with lift, parking & CCTV. Price ₹40 Lakhs. Contact Kamal Associates today.

KAMAL ASSOCIATES | KAMAL ASSOCIATES | @KAMALASSOCIATES



### 2BHK Builder Floor for Sale in Uttam Nagar West – 540 Sq Ft | Kamal Associates

Buy a 2BHK builder floor in Uttam Nagar West, 540 sq ft, fully furnished with parking, lift & security. Price ₹40 Lakhs | Kamal Associates.

9/23/2025

# SEO Backlink Building

	A	B	C
1	Date	Activity	Activity URL/Link
2	Dec-3-24	Blog posting	<a href="https://www.tumblr.com/acharyasunilmehtani/768829884795633664/understanding-vastu-shastra-the-science-behind?source=share">https://www.tumblr.com/acharyasunilmehtani/768829884795633664/understanding-vastu-shastra-the-science-behind?source=share</a>
3	Dec-3-24	Blog posting	<a href="https://medium.com/@acharyasunilmehtani/understanding-vastu-shastra-the-science-behind-the-art-of-space-planning-524264bccc1d">https://medium.com/@acharyasunilmehtani/understanding-vastu-shastra-the-science-behind-the-art-of-space-planning-524264bccc1d</a>
4	Dec-3-24	Blog posting	<a href="https://askacharya.blogspot.com/2024/12/understanding-vastu-shastra-science.html">https://askacharya.blogspot.com/2024/12/understanding-vastu-shastra-science.html</a>
5	Dec-3-24	PPT Sharing	<a href="https://www.slideshare.net/slideshow/understanding-vastu-shastra-the-science-behind-space-planning-pptx/273795751">https://www.slideshare.net/slideshow/understanding-vastu-shastra-the-science-behind-space-planning-pptx/273795751</a>
6	Dec-3-24	PPT Sharing	<a href="https://www.slideserve.com/askacharya/understanding-vastu-shastra-the-science-behind-the-art-of-space-planning">https://www.slideserve.com/askacharya/understanding-vastu-shastra-the-science-behind-the-art-of-space-planning</a>
7	Dec-3-24	PPT Sharing	<a href="https://www.academia.edu/126034790/Understanding_Vastu_Shastra_The_Science_Behind_Space_Planning">https://www.academia.edu/126034790/Understanding_Vastu_Shastra_The_Science_Behind_Space_Planning</a>
8	Dec-3-24	PPT Sharing	<a href="https://www.academia.edu/126034790/Understanding_Vastu_Shastra_The_Science_Behind_Space_Planning">https://www.academia.edu/126034790/Understanding_Vastu_Shastra_The_Science_Behind_Space_Planning</a>
9	Dec-4-24	Blog posting	<a href="https://substack.com/profile/282566360-sunil-mehtani-vastu-consultant/note/c-80141559?utm_source=substack&amp;utm_content=first-note-modal">https://substack.com/profile/282566360-sunil-mehtani-vastu-consultant/note/c-80141559?utm_source=substack&amp;utm_content=first-note-modal</a>
10	Dec-4-24	Blog posting	<a href="https://justpaste.it/f1q0y">https://justpaste.it/f1q0y</a>
11	Dec-4-24	Blog posting	<a href="https://justpaste.it/f1q0y">https://justpaste.it/f1q0y</a>
12	Dec-5-24	Infog. Submission	<a href="https://www.reddit.com/user/askacharya9/submitted/?sort=hot">https://www.reddit.com/user/askacharya9/submitted/?sort=hot</a>
13	Dec-5-24	Infog. Submission	<a href="https://www.reddit.com/user/askacharya9/submitted/?sort=hot">https://www.reddit.com/user/askacharya9/submitted/?sort=hot</a>
14	Dec-5-24	Blog posting	<a href="https://medium.com/@acharyasunilmehtani/vastu-for-commercial-buildings-a-guide-to-prosperous-and-harmonious-spaces-67f5b407fce4">https://medium.com/@acharyasunilmehtani/vastu-for-commercial-buildings-a-guide-to-prosperous-and-harmonious-spaces-67f5b407fce4</a>
15	Dec-5-24	Blog posting	<a href="https://www.tumblr.com/acharyasunilmehtani05/769011174057672704/vastu-for-commercial-buildings-a-guide-to?source=share">https://www.tumblr.com/acharyasunilmehtani05/769011174057672704/vastu-for-commercial-buildings-a-guide-to?source=share</a>
16	Dec-5-24	Blog posting	<a href="https://askacharya.blogspot.com/2024/12/vastu-for-commercial-buildings-guide-to.html">https://askacharya.blogspot.com/2024/12/vastu-for-commercial-buildings-guide-to.html</a>
17	Dec-5-24	PDF Sharing	<a href="https://issuu.com/askacharya9/docs/understanding-vastu-shastra-the-science-behind-spa">https://issuu.com/askacharya9/docs/understanding-vastu-shastra-the-science-behind-spa</a>
18	Dec-5-24	PDF Sharing	<a href="https://www.slideshare.net/slideshow/understanding-vastu-shastra-the-science-behind-space-planning-pdf/273853288">https://www.slideshare.net/slideshow/understanding-vastu-shastra-the-science-behind-space-planning-pdf/273853288</a>
19	Dec-5-24	PDF Sharing	<a href="https://www.academia.edu/126080431/Understanding_Vastu_Shastra_The_Science_Behind_Space_Planning">https://www.academia.edu/126080431/Understanding_Vastu_Shastra_The_Science_Behind_Space_Planning</a>
20	Dec-5-24	Social Bookmarking	<a href="https://www.reddit.com/user/askacharya9/comments/1h74kc8/vastu_for_farm_house_important_vastu_tips_for/">https://www.reddit.com/user/askacharya9/comments/1h74kc8/vastu_for_farm_house_important_vastu_tips_for/</a>
21	Dec-5-24	Social Bookmarking	<a href="https://qr.ae/p2fsdf">https://qr.ae/p2fsdf</a>
22	Dec-7-24	Blog posting	<a href="https://justpaste.it/hh1cq">https://justpaste.it/hh1cq</a>
23	Dec-7-24	Blog posting	<a href="https://medium.com/@acharyasunilmehtani/how-vastu-consultants-can-help-you-design-a-home-that-brings-prosperity-and-well-being-d0ed1ec8db83">https://medium.com/@acharyasunilmehtani/how-vastu-consultants-can-help-you-design-a-home-that-brings-prosperity-and-well-being-d0ed1ec8db83</a>
24	Dec-7-24	Blog posting	<a href="https://substack.com/profile/282566360-sunil-mehtani-vastu-consultant/note/c-80449599">https://substack.com/profile/282566360-sunil-mehtani-vastu-consultant/note/c-80449599</a>
25	Dec-7-24	Blog Sharing	<a href="https://www.reddit.com/user/askacharya9/comments/1h8oidx/understanding_vastu_shastra_the_science_behind/?utm_source=post_insights&amp;utm_medium=web3x&amp;utm_name=web3xcss&amp;utm_term=1&amp;utm_content=share_button">https://www.reddit.com/user/askacharya9/comments/1h8oidx/understanding_vastu_shastra_the_science_behind/?utm_source=post_insights&amp;utm_medium=web3x&amp;utm_name=web3xcss&amp;utm_term=1&amp;utm_content=share_button</a>
26	Dec-7-24	Blog Sharing	<a href="https://qr.ae/pYXNZx">https://qr.ae/pYXNZx</a>
27	Dec-7-24	Blog Sharing	<a href="https://sco.lV5sMhk0">https://sco.lV5sMhk0</a>
28	Dec-7-24	Social Bookmarking	<a href="https://www.reddit.com/user/askacharya9/comments/1h8ov9t/enhance_your_wellbeing_with_vastu_the_essential/?utm_source=post_insights&amp;utm_medium=web3x&amp;utm_name=web3xcss&amp;utm_term=1&amp;utm_content=share_button">https://www.reddit.com/user/askacharya9/comments/1h8ov9t/enhance_your_wellbeing_with_vastu_the_essential/?utm_source=post_insights&amp;utm_medium=web3x&amp;utm_name=web3xcss&amp;utm_term=1&amp;utm_content=share_button</a>
29	Dec-7-24	Social Bookmarking	<a href="https://www.tumblr.com/acharyasunilmehtani05/769197163444076544/vastu-consultant?source=share">https://www.tumblr.com/acharyasunilmehtani05/769197163444076544/vastu-consultant?source=share</a>
30	Dec-9-24	Blog posting	<a href="https://www.reddit.com/user/askacharya9/comments/1h9ds2y/how_vastu_consultants_can_help_you_design_a_home/?utm_source=post_insights&amp;utm_medium=web3x&amp;utm_name=web3xcss&amp;utm_term=1&amp;utm_content=share_button">https://www.reddit.com/user/askacharya9/comments/1h9ds2y/how_vastu_consultants_can_help_you_design_a_home/?utm_source=post_insights&amp;utm_medium=web3x&amp;utm_name=web3xcss&amp;utm_term=1&amp;utm_content=share_button</a>
31	Dec-9-24	Blog posting	<a href="https://www.tumblr.com/acharyasunilmehtani05/769369847857643520/how-vastu-consultants-can-help-you-design-a-home?source=share">https://www.tumblr.com/acharyasunilmehtani05/769369847857643520/how-vastu-consultants-can-help-you-design-a-home?source=share</a>
32	Dec-9-24	Blog posting	<a href="http://hub.me/ardBp">http://hub.me/ardBp</a>

# Off-Page Calender & Dashboard

A	B	C	D	F
				Activity Done
Social BookMarking				26+
PDF Submission				21+
Infographic Submission				18+
PPT Submission				25+
Image Submission				8
Blog Sharing				29+
Guest Blog Posting				70+
Local Listing				

# Calendar

A1					
	A	B	C	D	E
1					
2	<b>Weekly Off-Page SEO Calendar</b>				
3	Week 1				
4	Days	TASKS	Task	Description	
5	Monday	Blog posting Blog commenting Blog sharing Video Submission	Social Bookmarking (3-5 sites) Blog Commenting (2 comments) Blog Sharing (2-3 platforms) video submission ( 2 platforms )	Submit links to popular social bookmarking sites like Reddit, Pocket, Digg, etc. Comment on relevant blogs with insightful feedback, including a link to your website. Share your new or existing blog posts across social media platforms (e.g., Facebook, Twitter, LinkedIn). Share your Video on relevent Video submission sites.	
6	Tuesday	Blog posting Blog commenting Blog sharing Infographic Submission	Infographic Submission (2-3 sites) Social Bookmarking (3-5 sites) Blog Commenting (2 comments) Blog Sharing (2-3 platforms)	Create or repurpose an infographic and submit to sites like Visual.ly, Infographics Archive. Submit links to popular social bookmarking sites like Reddit, Pocket, Digg, etc. Comment on relevant blogs with insightful feedback, including a link to your website. Share your new or existing blog posts across social media platforms (e.g., Facebook, Twitter, LinkedIn).	
7	Wednesday	Blog posting Blog commenting Blog sharing PPT Submission PDF Submission	PPT Submission (2-3 sites) Social Bookmarking (3-5 sites) Blog Commenting (2 comments) Blog Sharing (2-3 platforms) PDF submission (2-3 sites)	Create a PowerPoint or convert blog content into a PPT, then submit to platforms like SlideShare, AuthorSTREAM, etc. Submit links to popular social bookmarking sites like Reddit, Pocket, Digg, etc. Comment on relevant blogs with insightful feedback, including a link to your website. Share your new or existing blog posts across social media platforms (e.g., Facebook, Twitter, LinkedIn).	
8	Thursday	Blog posting Blog commenting Blog sharing Infographic Submission	Infographic Submission (2-3 sites) Social Bookmarking (3-5 sites) Blog Commenting (2 comments) Blog Sharing (2-3 platforms)	Create or repurpose an infographic and submit to sites like Visual.ly, Infographics Archive. Submit links to popular social bookmarking sites like Reddit, Pocket, Digg, etc. Comment on relevant blogs with insightful feedback, including a link to your website. Share your new or existing blog posts across social media platforms (e.g., Facebook, Twitter, LinkedIn).	
9	Friday	Blog posting Blog commenting Blog sharing PPT Submission PDF Submission	PPT Submission (2-3 sites) Social Bookmarking (3-5 sites) Blog Commenting (2 comments) Blog Sharing (2-3 platforms) PDF submission (2-3 sites)	Create a PowerPoint or convert blog content into a PPT, then submit to platforms like SlideShare, AuthorSTREAM, etc. Submit links to popular social bookmarking sites like Reddit, Pocket, Digg, etc. Comment on relevant blogs with insightful feedback, including a link to your website. Share your new or existing blog posts across social media platforms (e.g., Facebook, Twitter, LinkedIn).	
10	Saturday	Blog posting Blog commenting Blog sharing Video Submission	Social Bookmarking (3-5 sites) Blog Commenting (2 comments) Blog Sharing (2-3 platforms) video submission ( 2 platforms )	Submit links to popular social bookmarking sites like Reddit, Pocket, Digg, etc. Comment on relevant blogs with insightful feedback, including a link to your website. Share your new or existing blog posts across social media platforms (e.g., Facebook, Twitter, LinkedIn). Share your Video on relevent Video submission sites.	
11					
12					

ppc

# ADS



I Make different types of PPC campaign  
**Meta Ads & Google Ads**

GMB AD

# CPC Google Ads

Cost per click:  
₹1.11

View (2 filters) [All campaigns](#) Campaign [KA GMB AD](#)

Enabled Status: [All asset groups disapproved](#) Type: Performance Max Budget: ₹150.00/day Optimization score: 99.8% [Simulate campaign changes](#) [Campaign settings](#)

### Overview

Last 30 days Jan 13 - Feb 11, 2026 [Show last 30 days](#)

[Home](#) [+ Add custom view](#) [?](#)

[Download](#) [Feedback](#)

#### Performance diagnostics

[Campaign diagnostics](#)

Campaign can't run due to assets issue

#### Performance summary

Clicks	Impressions	Avg. CPC	Cost	Metrics	Adjust
126	29.2K	₹1.11	₹140		

140 ————— 40K

Search & Display AD

# CPC Google Ads

Cost per click:  
₹129

The screenshot displays the Google Ads interface for a campaign named "Gstay New Leads". At the top, there are filters for "View (2 filters)", "Campaign", and "Ad groups (1)". The campaign status is "Enabled" and "Limited by budget". The budget is ₹286.01/day, and the optimization score is 60.3%. The overview shows performance for the last 30 days (Jan 13 - Feb 11, 2026). A "Performance diagnostics" section indicates that the campaign hasn't generated conversions in the past week due to a limited audience. The "Performance summary" table shows 88 clicks, 16.00 conversions, a cost per conversion of ₹129, and a total cost of ₹2.06K. A chart below the summary shows a peak in conversions on Feb 11, 2026.

Clicks	Conversions	Cost / conv.	Cost
88	16.00	₹129	₹2.06K

Search AD

# CPC Google Ads

Cost per click:  
₹93.22

The screenshot displays the Google Ads interface for a campaign named 'KA-Leads New DM'. The campaign is currently 'Not eligible' and has a budget of ₹75.78/day. The performance summary shows 57 clicks, 11.00 conversions, and a cost per conversion of ₹93.22, resulting in a total cost of ₹1.03K. A message indicates that the campaign cannot run due to ads issues.

**View (2 filters)**  
All campaigns

**Campaign**  
KA-Leads New DM

**Ad groups (1)**  
Select an ad group

Enabled Status: **Not eligible** Type: Search Budget: ₹75.78/day Optimization score: 74.9% Simulate campaign changes Campaign settings

Overview Last 30 days Jan 13 - Feb 11, 2026 Show last 30 days

Home + Add custom view ?

Download Feedback

Performance diagnostics

Campaign diagnostics

Campaign can't run due to ads issues

Performance summary

Clicks	Conversions	Cost / conv.	Cost	Metrics	Adjust
57	11.00	₹93.22	₹1.03K		

8 2.00

Youtube Lead Ad

# CPC Google Ads

Cost per click:  
₹20.17

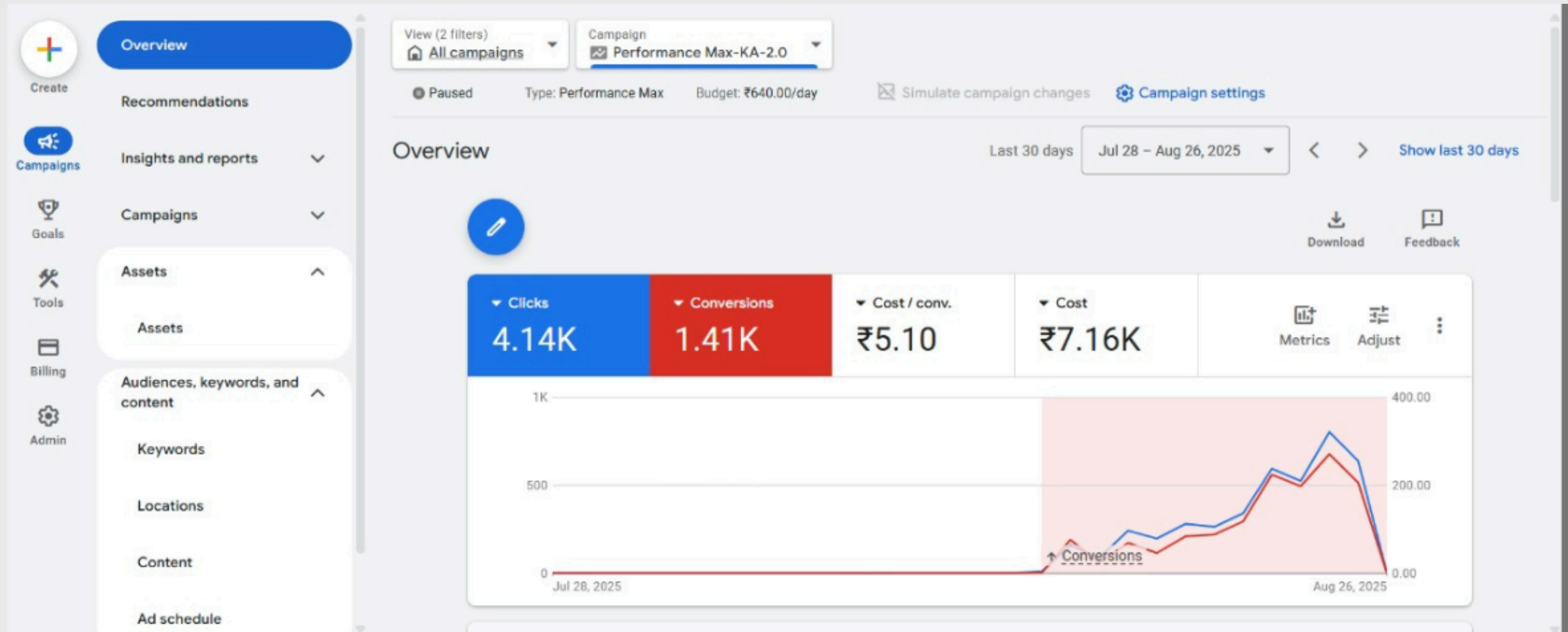
The screenshot shows the Google Ads interface for a campaign named 'YT New Leads'. At the top, there are filters for 'View (2 filters)', 'Campaign' (set to 'YT New Leads'), and 'Ad groups (1)'. The campaign status is 'Enabled', but it has a warning: 'Status: All ads disapproved'. Other details include 'Type: Demand Gen', 'Budget: ₹1,650.00/day', and 'Optimization score: 99.9%'. The overview section shows a date range of 'Jan 13 - Feb 11, 2026'. Below this, there are navigation options like 'Home' and 'Add custom view'. A 'Performance diagnostics' section shows a message: 'Campaign can't run due to ads issue'. The 'Performance summary' section displays four key metrics: Impressions (459K), Cost (₹25.2K), Interactions (86K), and Interaction rate (18.72%).

Impressions	Cost	Interactions	Interaction rate
459K	₹25.2K	86K	18.72%

Performance Max AD

# CPC Google Ads

Cost per click:  
₹5.10



# PPC Meta Ads

Cost per click:  
₹1.60

Search by name, ID or metrics

Campaigns Ad sets Ads Maximum: 17 Jan 2022 - 17 Feb 2025

+ Create Duplicate Edit A/B test More

Columns: Performance and clicks Breakdown Reports Export Charts

Off/On	Campaign	Reach	Views	Frequency	Cost per result	Budget	Amount spent	Ends	Impressions	CPM (cost per 1,000...)	Link clicks	CPC (cost per link click)	C' cli
<input type="checkbox"/>	Tailored leads campaign 14/02...	1,916	2,598	1.35	₹125.23 Per on-Facebook lea...	Using ad set bud...	₹1,127.04	Ongoing	2,596	₹434.14	30	₹37.57	
<input type="checkbox"/>	13th Feb 2025	2,395	3,256	1.35	₹92.13 Per on-Facebook lea...	Using ad set bud...	₹1,934.63	Ongoing	3,243	₹596.56	51	₹37.93	
<input type="checkbox"/>	Page Follow	4,276	16,352	3.82	₹1.60 Per follow or like	Using ad set bud...	₹1,046.60	Ongoing	16,330	₹64.09	2	₹523.30	
<input type="checkbox"/>	WhatsApp Ads 26th Dec	374	439	1.17	₹29.20 Per messaging con...	Using ad set bud...	₹175.21	Ongoing	439	₹399.11	8	₹21.90	
<input type="checkbox"/>	Social Media Marketing	418	471	1.12	₹84.28 Per on-Facebook lea...	Using ad set bud...	₹505.70	Ongoing	470	₹1,075.96	13	₹38.90	
<input type="checkbox"/>	Carousel -Single ads	3,595	5,482	1.52	₹116.16 Per on-Facebook lea...	Using ad set bud...	₹3,484.84	Ongoing	5,473	₹636.73	102	₹34.17	
<input type="checkbox"/>	SEO 9th November 2024 Cam...	6,650	10,046	1.50	₹142.10 Per on-Facebook lea...	Using ad set bud...	₹4,547.20	Ongoing	10,005	₹454.49	102	₹44.58	
<input type="checkbox"/>	14th Oct SEO	1,443	1,749	1.21	₹114.61 Per on-Facebook lea...	Using ad set bud...	₹916.87	Ongoing	1,746	₹525.13	25	₹36.67	
<input type="checkbox"/>	Web Development	3,876	—	1.32	₹179.26 Per on-Facebook lea...	Using ad set bud...	₹2,151.17	Ongoing	5,120	₹420.15	43	₹50.03	
<input type="checkbox"/>	SEO India 28th Aug 2024	40,001	46,432	1.69	₹115.07 Per on-Facebook lea...	Using ad set bud...	₹23,819.76	Ongoing	67,547	₹352.64	631	₹37.75	
<input type="checkbox"/>	WhatsApp 18th Aug	11,344	—	1.68	₹40.26 Per messaging con...	Using ad set bud...	₹4,388.01	Ongoing	19,035	₹230.52	176	₹24.93	
<input type="checkbox"/>	GMB WhatsApp campaign	1,054	—	1.20	₹50.57 Per messaging con...	Using ad set bud...	₹354.02	Ongoing	1,266	₹279.64	10	₹35.40	
Results from 29 campaigns Excludes deleted items		273,485 Accounts Cent...	234,644 Total	2.36 Per Accounts Centre...	— Multiple conversions		₹202,258.49 Total Spent		645,392 Total	₹313.39 Per 1,000 Impressions	7,364 Total	₹27.47 Per Action	

# PPC Meta Ads

Cost per result:  
₹20.68

Campaign delivery is Active × Search to filter by name, ID or metrics Clear

**Campaigns** | Ad sets | Ads | This month: 1 Nov 2025 - 17 Nov 2025

+ Create | Duplicate | Edit | A/B test | More | Columns: Performance | Breakdown | [Icons]

<input type="checkbox"/>	Off/On ↑↓	Campaign ↑↓	Delivery ↑	Actions	Results ↑↓	Cost per result ↑↓	Budget ↑↓	Amount spent ↑↓
<input type="checkbox"/>	<input checked="" type="checkbox"/>	KA 14 Nov FB/IG - SF	● Active	📌 1 recommendation	40 Messaging conversat...	₹88.17 Per messaging conve...	Using ad set bu...	₹3,526.95
<input type="checkbox"/>	<input checked="" type="checkbox"/>	HH 14 Nov FB/IG	● Active	—	14 Messaging conversat...	₹43.40 Per messaging conve...	Using ad set bu...	₹607.66
<input type="checkbox"/>	<input checked="" type="checkbox"/>	SRA 14 Nov FB/IG	● Active	📌 2 recommendations	14 Messaging conversat...	₹23.28 Per messaging conve...	Using ad set bu...	₹325.85
<input type="checkbox"/>	<input checked="" type="checkbox"/>	PH 14 Nov FB/IG	● Active	📌 2 recommendations	13 Messaging conversat...	₹24.38 Per messaging conve...	₹100.00 Daily average	₹316.97
<input type="checkbox"/>	<input checked="" type="checkbox"/>	MK 14 Nov FB/IG	● Active	—	22 Messaging conversat...	₹20.68 Per messaging conve...	Using ad set bu...	₹454.95
<input type="checkbox"/>	<input checked="" type="checkbox"/>	GP 13 Nov FB/IG	● Active	—	16 Messaging conversat...	₹40.65 Per messaging conve...	Using ad set bu...	₹650.33
Results from 83 campaigns ⓘ					— Multiple conversions	— Multiple conversions		₹172,338.64 Total Spent

# PPC Meta Ads

Cost per result:  
₹18.56

Campaigns			Ad sets		Ads		Last 30 days: 19 Oct 2025 - 17 Nov 2025			
Off/On	Campaign	Results	Reach	Impressions	Cost per result	Amount spent	Ends	Total messa	contacts	
<input type="checkbox"/>	KA 14 Nov FB/IG - SF	44	35,135	43,032	₹90.68	₹3,989.85	30 Nov 2025			
<input type="checkbox"/>	HH 14 Nov FB/IG	16	2,934	4,046	₹41.46	₹663.31	30 Nov 2025			
<input type="checkbox"/>	SRA 14 Nov FB/IG	16	1,632	2,098	₹22.26	₹356.12	30 Nov 2025			
<input type="checkbox"/>	PH 14 Nov FB/IG	15	1,460	1,892	₹22.38	₹335.72	30 Nov 2025			
<input type="checkbox"/>	MK 14 Nov FB/IG	27	3,356	4,547	₹18.56	₹501.03	30 Nov 2025			
<input type="checkbox"/>	GP 13 Nov FB/IG	17	2,640	3,657	₹41.87	₹711.79	30 Nov 2025			
Results from 84 campaigns		—	1,998,561	4,483,826	—	₹215,583.08				
		Multiple conversions	Accounts Centre acco...	Total	Multiple conversions	Total Spent				

# Gujarat client

Campaigns												
Ad sets												
Ads												
1-200 of 316												
<span>+ Create</span> <span>Duplicate</span> <span>Edit</span> <span>A/B test</span> <span>More</span> <span>Columns: Performance</span> <span>Breakdown</span> <span>Reports</span> <span>Export</span>												
<input type="checkbox"/>	Off/On	Campaign	Delivery	Bid strategy	Budget	Attribution setting	Results	Reach	Impressions	Cost per result	Amount spent	Ends
<input type="checkbox"/>	<input checked="" type="checkbox"/>	New Traffic Campaign with recommended settings	Active	Highest volume	₹230.00 Daily	7-day click ...	9 Messaging conve...	1,605	2,050	₹26.25 Per messaging conversati...	₹236.23	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	15 Feb Lead Ad Number- 3 Campaign Campaign	Active	Using ad set bid strate...	Using ad set budget	7-day click ...	18 Facebook leads	12,304	15,162	₹86.15 Per on-Facebook leads	₹1,550.73	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	15 Feb Leads ad num-1 Campaign	Active	Using ad set bid strate...	Using ad set budget	7-day click ...	51 Facebook leads	34,095	50,192	₹115.04 Per on-Facebook leads	₹5,866.99	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	15 Feb Lead Ad Number- 2 Campaigns	Active	Using ad set bid strate...	Using ad set budget	7-day click ...	39 Facebook leads	22,068	33,321	₹186.72 Per on-Facebook leads	₹7,281.92	
<input type="checkbox"/>	<input type="checkbox"/>	Instagram Post	Off	Highest volume	₹880.00 Lifetime	7-day click ...	6 Messaging conve...	3,335	5,055	₹84.46 Per messaging conversati...	₹506.74	11
<input type="checkbox"/>	<input type="checkbox"/>	Instagram Post	Off	Highest volume	₹1,056.00 Lifetime	7-day click ...	54 Messaging conve...	11,787	19,762	₹19.55 Per messaging conversati...	₹1,055.67	11
<input type="checkbox"/>	<input type="checkbox"/>	Instagram Post	Off	Highest volume	₹1,056.00 Lifetime	7-day click ...	41 Messaging conve...	13,496	21,306	₹25.75 Per messaging conversati...	₹1,055.78	11
<input type="checkbox"/>	<input type="checkbox"/>	Fire opal engagement campaign 4 Feb	Off	Highest volume	₹600.00 Daily	7-day click ...	127,405 ThruPlays	137,213	183,404	₹0.03 Cost per ThruPlay	₹4,228.50	
<input type="checkbox"/>	<input type="checkbox"/>	Instagram Post	Off	Highest volume	₹1,044.00 Lifetime	7-day click ...	5 Messaging conve...	4,345	7,474	₹120.13 Per messaging conversati...	₹600.66	11
<input type="checkbox"/>	<input type="checkbox"/>	2 feb campaign	Off	Highest volume	₹500.00 Daily	7-day click ...	143,602 ThruPlays	118,573	204,950	₹0.03 Cost per ThruPlay	₹4,688.13	
<input type="checkbox"/>	<input type="checkbox"/>	Instagram पोस्ट: DM US YOUR RESUMES Sr. Fashion...	Off	Highest volume	₹651.00 Lifetime	7-day click ...	164 Messaging conve...	5,905	9,845	₹3.94 Per messaging conversati...	₹646.80	3
Results from 316 campaigns						Multiple att...	—	14,461,659	25,997,373	—	₹589,651.48	
Excludes deleted items						Multiple conversion:	Accounts Centre accounts	Total	Total	Multiple conversions	Total Spent	

# SOCIAL MEDIA

MANAGEMENT



I have managed social media accounts

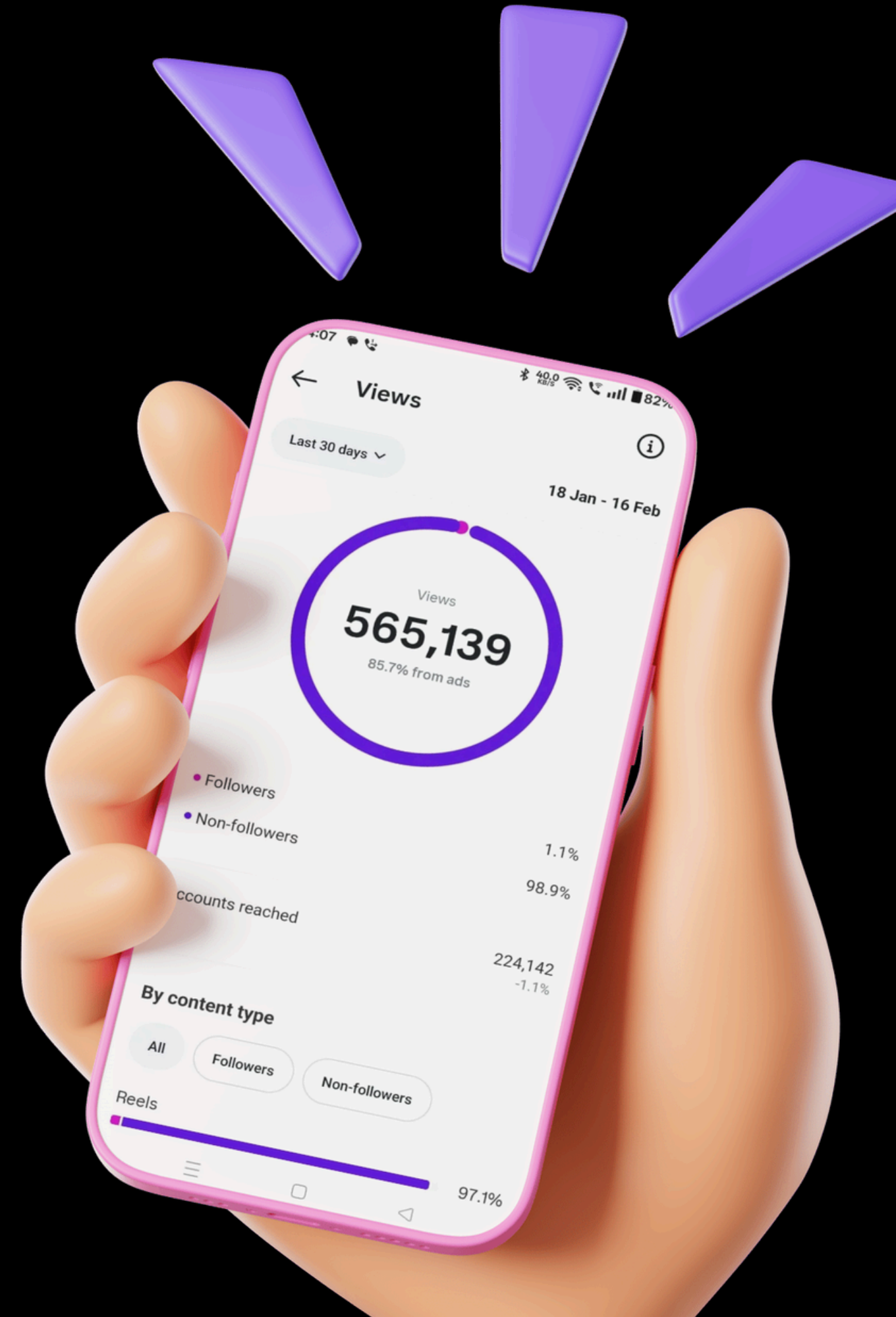
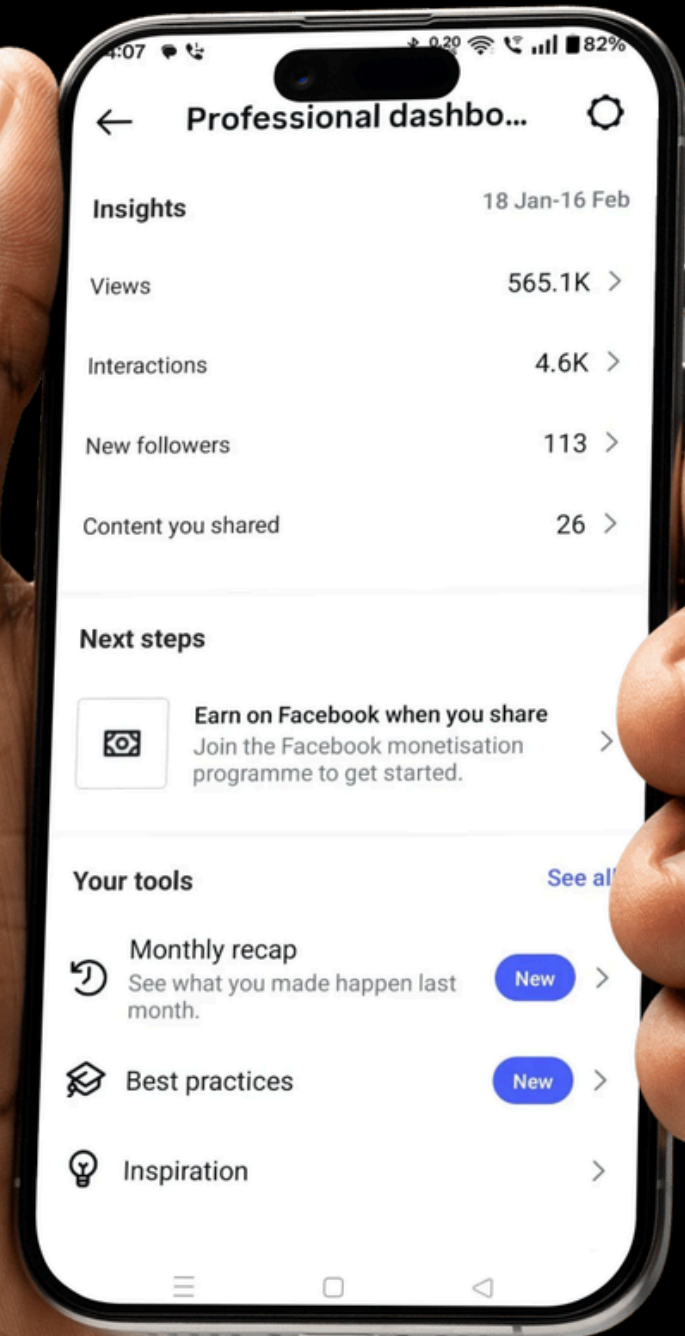
**Facebook and Instagram**

• **Designing content for social media. Includes Facebook, Instagram & LinkedIn**

Concepting the content for infographic with the team  
Writing caption for social media

Page Name FB/IG

*Garvik Stay.*



*Thank You*

*For Watching*

**Let's connect, create, and grow together**

**+91 9625596739**

**ak6678045@gmail.com**