

# Ajay Kumar

**Uttam Nagar East, New Delhi**

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## Professional Summary

Performance-driven Digital Marketer with 2+ years of experience in Meta Ads, Google Ads, SEO off-page, and GMB optimization. Expert in lead generation, budget optimization, advanced targeting, and conversion tracking. Strong experience in content writing, campaign scaling, retargeting, and performance analysis.

## Core Skills

- Meta Ads Expert (Lead Generation | Retargeting | Lookalike Audiences)
- Google Ads (Search | Display | Performance Max)
- SEO Off-Page (Backlinks, Guest Posting, Bookmarking, Directory Listing)
- Content Writing with AI
- GMB Profile Creation & Optimization
- Performance Marketing Strategy
- CTR, CPC, CPL Optimization
- Conversion Tracking (UTM, Pixel, GA4)
- A/B Testing & Scaling
- Social Media Management

## Professional Experience

Digital Marketer – Kamal Associates Pvt. Ltd. (2025 – Present)

- Generated 150+ monthly qualified real estate leads.
- Maintained consistent CPL using Google & Meta Ads.
- Increased website traffic by 35% using SEO strategies.
- Improved GMB profile ranking to top-3 local map pack.

Digital Marketer – Taxcrafted Solutions OPC Pvt. Ltd. (2023 – 2024)

- Executed branding + lead campaigns through Meta & Google Ads.
- Improved keyword rankings using off-page SEO strategy.
- Created optimized content using AI tools.
- Enhanced GMB lead flow via optimization.

Digital Marketing Intern – Kalp Shakti Ayurveda Pvt. Ltd. (2022 – 2023)

- Assisted in Meta campaign setup.
- Completed multiple off-page SEO tasks.
- Helped in content creation using AI.
- Managed social media posting.

## **Tools**

- Meta Business Suite
- Google Ads Manager
- GA4 - Google Tag Manager (Basic)
- Canva
- AI Copywriting Tools
- Google My Business

## **Education**

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

## **Personal Details**

Father's Name: Mr. Amar Nath

DOB: 02-01-2001

Marital Status: Single

Nationality: Indian

## **Declaration**

I hereby declare that all the information given above is true and correct to the best of my knowledge.