AMAN MISHRA

Digital Marketing Executive
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PROFESSIONAL SUMMARY

Digital Marketing Executive with hands-on experience across SEO, Meta Ads, Google Ads (PPC), social media marketing, content marketing, and WordPress website management. Skilled in running paid ad campaigns, growing organic traffic through SEO and blogging, and using AI tools (ChatGPT, Claude, Perplexity AI, Canva AI) to scale content production. Data-driven mindset with a passion for solving business growth problems.

WORK EXPERIENCE

Meta Ads Specialist | Webtech Vision, Kanpur (Aug 2026 - Present)

- Plan, launch, and optimize Meta Ads campaigns (Facebook & Instagram) for client accounts.
- Build targeted audiences, manage ad budgets, and structure ad sets for lead generation and brand awareness.
- Track campaign performance (CTR, CPC, conversions) and optimize campaigns for better ROI.
- Coordinate ad creatives and copy aligned with campaign objectives.

SKILLS

SEO (On-Page, Off-Page, Technical Basics) | Meta Ads | Google Ads (PPC) | Social Media Marketing (Instagram, Facebook, LinkedIn) | Content Writing & Blogging | Keyword Research | WordPress Management | Google Business Profile & Local SEO | Lead Generation | Meta Pixel & Conversion Tracking | Prompt Engineering | AI Tools (ChatGPT, Claude, Perplexity AI, Canva AI, Google Flow) | Canva | MS Office | Google Search Console | Analytical Thinking

PROJECTS

AI Content Creation

Created AI scripts, captions, blogs, and marketing content using ChatGPT, Claude, Canva AI, and Google Flow.

Social Media Management

Managed Instagram pages; created content calendars, captions, reels, and audience engagement strategies.

Blog Website

Built and maintained a personal blog website focused on AI, digital marketing, and technology content.

Instagram Channel Management (@iconicbhajans, @xynvoraai)

Own and grow Instagram channels with content strategy, reels, captions, and audience engagement.

Google Ads (PPC) Campaigns

Google Search & Display campaigns: keyword research, ad copy, bid management and conversion tracking.

SEO Blog Writing

SEO-optimized Hindi blog articles: keyword research, on-page SEO and internal linking for organic growth.

EDUCATION

Bachelor of Arts (B.A.), CSJM University, Kanpur - 2024
Intermediate (12th), G.N.K. Vidya Mandir Inter College - 2021
High School (10th), G.N.K. Vidya Mandir Inter College - 2019

CERTIFICATIONS

- O Level - DOEACC / NIELIT
- CCC (Course on Computer Concepts) - NIELIT
- Digital Marketing Powered by AI - Ikigai School of AI, Kanpur

LANGUAGES

Hindi (Native), English (Professional)