

KARTIK UPADHYAY

DIGITAL MARKETING EXECUTIVE

Meta Ads Specialist | SEO | Social Media Optimization | WordPress Developer



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Kartik Upadhyay | Digifusionx.shop | @kartikupadhyay.in

PROFESSIONAL SUMMARY

Motivated and detail-oriented Digital Marketing enthusiast with hands-on project experience in Meta Ads, SEO, Social Media Optimization and WordPress website development. Passionate about helping businesses grow online through data-driven strategies and creative marketing solutions. Currently focused on learning and growing in Performance Marketing.

SKILLS

- Meta Ads (Facebook & Instagram)
- Search Engine Optimization (SEO)
- Social Media Optimization (SMO)
- Google Search Console
- Keyword Research
- WordPress Website Development
- Elementor
- WooCommerce
- Content Writing
- Canva
- On-Page SEO
- Technical SEO (Basic)
- Google Ads (Learning)

TOOLS I USE

Meta Ads Manager, Meta Business Suite, Google Analytics, Google Search Console, Google Keyword Planner, WordPress, Elementor, WooCommerce, Rank Math SEO, Yoast SEO, Canva

PROJECTS

- Digifusionx** (*Digital Marketing Project*) Website: Digifusionx.shop
- Designed and developed a complete WordPress website using Elementor.
 - Configured WooCommerce for smooth e-commerce functionality.
 - Implemented SEO best practices and optimized website speed and structure.
 - Connected website with Google Search Console.
 - Managed and optimized Instagram (@Digifusionx), Facebook (Digifusionx) and YouTube (Digifusionx).
 - Ran Meta Ads campaigns for brand awareness.
 - Created brand identity and overall online presence.

ACHIEVEMENTS

- Managed ₹200 in ad spend.
- Built Digifusionx.shop WordPress website.
- Increased Domain Authority from 0 to 2 in just 25 days.

EDUCATION

Meerut Institute of Engineering & Technology (MIET), Meerut	2026 – Present
Bachelor's Degree (Currently Pursuing)	
Sibya Public School, Meerut (CBSE)	80%
Class XII (2026)	
Sibya Public School, Meerut (CBSE)	75%
Class X (2024)	

CERTIFICATION

- Digital Marketing Certification

LANGUAGES

- English
- Hindi

CAREER OBJECTIVE

To secure a position in Meta Ads / Performance Marketing where I can utilize my skills in paid advertising, SEO and website development to drive measurable results and grow with the organization.