



EKTA KANOJIA

DIGITAL MARKETER | SOCIAL MEDIA MANAGER | SEO & ADS

CAREER OBJECTIVE:

🎯 Creative and results-driven Digital Marketing Specialist with 3+ years of experience in executing performance-oriented campaigns, SEO strategies, and social media marketing across B2B and B2C industries. Skilled in Google Ads, Meta Ads Manager, SEMrush, and Google Analytics. Known for building engaging brand presence, optimizing ad performance, and delivering innovative content strategies that align with business goals. Adept at working independently and collaboratively to drive measurable growth and audience engagement.

EDUCATION

Master of Computer Applications

(M.C.A – IT)

Lovely Professional University (LPU),

Jalandhar | 2015

Percentage: 72%

Master of Science in Information

Technology (M.Sc – IT)

Lovely Professional University (LPU),

Jalandhar | 2014

Percentage: 74%

Post Graduate Diploma in Computer

Applications (P.G.D.C.A)

Guru Nanak Dev University (GNDU) | 2012

Percentage: 73%

Bachelor of Arts (Humanities)

Panjab University | 2008 – 2010

Percentage: 54%

Senior Secondary (10+2)

Punjab School Education Board (PSEB) | 2007

Percentage: 56%

Secondary (10th)

Punjab School Education Board (PSEB) | 2005

Percentage: 56%

CONTACT



+91-9855285565



Ektakanojia90@gmail.com



H.NO 1180/9. Gali Hansli Wali,
Chowk Baba Sahib, Amritsar

CERTIFICATIONS & TRAINING

- **Digital Marketing Certification**
- DForce | Apr 2022 – Jan 2023
- Trained in SEO, Google & Meta Ads, Social Media Marketing, Email Marketing, and Analytics. Completed live projects with hands-on tools like Canva and WordPress.

SKILLS & TOOLS

- **Digital Advertising & Strategy**

Google Ads, Meta (Facebook) Ads Manager, YouTube Ads, SEM & SEO Strategy, ROI Optimization, Conversion Funnels, A/B Testing, CRO

- **Analytics & Tracking**

Google Analytics (GA4), Google Search Console, Google Tag Manager, Heatmaps (Hotjar, Crazy Egg)

- **SEO & Research Tools**

SEMrush, Ahrefs, Ubersuggest, Google Keyword Planner

- **Design & Content Tools**

Canva, Adobe Spark, Photoshop, Content Writing, Blogging

- **Email & Automation**

Mailchimp, ConvertKit, ActiveCampaign, Marketo, Email Campaigns & Automation

- **CRM & Landing Pages**

HubSpot, Zoho, Salesforce, Unbounce, Leadpages

- **Social Media Marketing**

Instagram, Facebook, LinkedIn (Campaigns, Content Calendar, Engagement Growth)

WORK EXPERIENCE

- **Digital Marketer**
Webcook Digital Marketing
– Oct 15, 2024 – Aug 2025
 - Developed and managed social media strategies, campaigns, and content creation across multiple platforms.
 - Monitored and analyzed performance metrics to optimize engagement, reach, and conversion rates.
 - Collaborated with cross-functional teams to align content with brand goals and marketing objectives.
 - Implemented data-driven improvements that enhanced overall campaign effectiveness.
- **Digital Marketing Executive**
Immigration Company – Feb 27, 2023 – Sep 2024
 - Handled social media accounts, lead generation, ad campaigns, and email marketing.
 - Created engaging content and increased brand visibility.
- **Digital Marketing Intern**
DForce – Apr 2022 – Jan 2023
 - Learned practical tools like Google Ads, Meta Ads Manager, Canva, and analytics.
 - Worked on live campaigns and SEO implementation.
- **IELTS Counselor**
Webberz, Amritsar – Apr 2019 – Feb 2020
 - Guided students with IELTS modules and immigration pathways.
 - Provided counseling for course selections and test preparation.
- **IELTS Counselor & Trainer**
BetterThink, Ludhiana – Oct 2017 – Oct 2018
 - Delivered IELTS training sessions with personalized feedback.
 - Counseled students for improving English language skills.

PROJECTS

Ekta Kanojia | 3+ Years Experience

- Singh Foundation (Immigration): 40% follower growth, 25% engagement boost, 15% sales increase via ads
- Crosslink Immigration: 60% follower growth, 20% website traffic boost
- SNTC Group: 2x engagement, 30% rise in business inquiries
- Dr. Rajnish Talwar (Cancer Surgeon): 35% audience growth, 30% engagement boost
- Ancient Beauty Center (Salon): 35% social growth, 30% better engagement
- Pari Soap Mills: 35% rise in followers, 30% content interaction boost
- Best Western Plus Revanta (Hotel): 35% reach growth, 30% engagement via travel content
- Clean Fold (Laundry Services): 35% follower growth, strong festival-based engagement
- Edu Pedia Overseas: 35% social reach boost, better student inquiries via 30% more engagement

KEY SKILLS

- Strong motivational and communication abilities
- Creative, enthusiastic, and dedicated work ethic
- Smart working with a results-driven approach
- Leadership qualities with team management experience
- Quick learner and adaptable to dynamic environments
- Excellent client handling and interpersonal skills
- Goal-oriented and proactive in problem-solving

HOBBIES & INTERESTS

- Reading self-growth and productivity books
- Exploring new digital tools & marketing trends
- Solving logical puzzles and brain games
- Content creation & blogging
- Photography and Instagram Reels editing
- Traveling and exploring new cultures
- Listening to podcasts (Marketing, Finance, Mindset)
- Public speaking and client interaction
- Practicing yoga and mindfulness

PERSONAL DETAILS

- Name: Ekta Kanojia
- Husband Name: Sanjeev Kanojia
- Father's Name: Sita Ram
- Mother's Name: Kanta
- Marital Status: Married
- Date of Birth: 03 March 1990
- Address: H.NO 1180/9. Gali Hansli Wali,
Chowk Baba Sahib, Amritsar 143001.
- Contact: +91-9855285565

DECLARATION

- I hereby declare that the information provided is true and correct to the best of my knowledge.
- 📍 Date: _____
- 📍 Place: _____

(Ekta Kanojia)