

HARSH UPADHYAY

Digital Marketing Specialist | SEO & Paid Advertising Expert | Social Media Strategist

📍 Mehsana, Gujarat | 📞 +91 97731 61637 | ✉️ hjani1155@gmail.com

🌐 [linkedin.com/in/harsh-upadhyay](https://www.linkedin.com/in/harsh-upadhyay) | 🌐 www.growwithharsh.co.in

KEY HIGHLIGHTS

2+ Years Digital Marketing & Campaign Management	SEO & Paid Ads Google Ads, Facebook Ads, LinkedIn Ads	Results-Driven ROI Focused Data-Backed Proven Results
--	---	---

PROFESSIONAL SUMMARY

Strategic Digital Marketing professional with **2+ years of proven success** developing and executing comprehensive marketing strategies across organic and paid channels. Expert in **SEO optimization, Google Ads, Facebook Ads, LinkedIn Ads, and social media marketing** with proven ability to drive engagement, conversions, and measurable business results. Skilled in keyword research, paid campaign strategy, A/B testing, and performance analytics. Demonstrated expertise in **multi-platform content creation, audience growth, and ROI optimization**. National-level competitive athlete and team leader with disciplined work ethic and strategic mindset.

CORE COMPETENCIES

• SEO Optimization (On-Page, Off-Page, Technical) • Keyword Research & Analysis (SEMrush, Ahrefs, Google Keyword Planner) • Google Ads (SEM) - Campaign Setup & Optimization • Facebook Ads - Audience Targeting & Conversion Optimization • LinkedIn Ads - B2B Campaign Management	• Paid Campaign Strategy & Budget Management • A/B Testing & Performance Optimization • Social Media Marketing & Management • Analytics & ROI Tracking (Google Analytics, Facebook Insights) • Project Management & Team Leadership
--	--

PROFESSIONAL EXPERIENCE

Senior Executive – Social Media & Paid Advertising

Aeron Composite Limited | December 2025 – Present

- Lead strategic growth of multi-channel social media presence (Instagram, Facebook, LinkedIn); develop integrated content strategy with SEO-optimized messaging and paid ad integration
- Manage and optimize Google Ads, Facebook Ads, and LinkedIn Ads campaigns; implement A/B testing strategies to improve conversion rates and maximize ROI
- Conduct keyword research and implement SEO strategies (on-page optimization, meta tags, schema markup); monitor search rankings and organic traffic growth
- Produce high-impact creative assets (reels, carousels, stories); maintain 100% brand alignment across organic and paid content channels
- Track and analyze performance metrics using Google Analytics, Facebook Insights, and ad platform dashboards; provide monthly reports with insights and optimization recommendations
- Spearhead employer branding campaigns with targeted paid ads; collaborate with HR to develop recruitment strategies

Social Media Jr. Manager – Digital Marketing

Ganpat University | September 2024 – December 2025

- Managed official university social platforms; oversaw daily content calendar, community engagement, and brand consistency across all channels
- Designed and executed 50+ creative assets monthly; implemented SEO best practices in captions and content descriptions to improve discoverability
- Ran paid social campaigns (Facebook and Instagram Ads) for event promotion; optimized audience targeting, bid strategy, and ad creative for maximum reach and engagement
- Planned and launched integrated digital marketing campaigns combining organic content and paid ads to drive attendance and event ROI
- Coordinated with 6+ university departments; aligned content strategies while maintaining centralized brand governance
- Analyzed monthly performance reports (organic reach, engagement, ad spend, conversion rates); provided data-driven recommendations for continuous optimization

Social Media Executive

Ganpat University | May 2023 – September 2024

- Led end-to-end execution of 10+ academic and digital marketing projects; managed scope, timelines, budgets, and cross-functional teams
- Developed and executed comprehensive brand initiatives combining organic social strategies with paid advertising campaigns
- Prepared monthly executive reports with performance metrics, ROI analysis, and strategic recommendations for senior leadership

Social Media Marketing Executive (Intern)

Ganpat University | January 2023 – March 2023

- Managed official social accounts; created marketing content with SEO-optimized captions aligned with seasonal campaigns
- Developed content calendars and strategies; contributed to increased reach and improved audience engagement metrics

SEO & PAID ADVERTISING EXPERTISE

SEO Specializations:

- On-Page SEO: Keyword optimization, meta tags, headings, internal linking, schema markup implementation
- Off-Page SEO: Backlink strategy, link building, competitor analysis, domain authority improvement
- Technical SEO: Site speed optimization, mobile responsiveness, crawlability, XML sitemap management
- Keyword Research & Analysis: SEMrush, Ahrefs, Google Keyword Planner, competitive keyword mapping

Paid Advertising Experience:

- Google Ads (SEM): Search campaigns, display campaigns, remarketing, bid management, quality score optimization
- Facebook Ads: Audience segmentation, lookalike audiences, conversion tracking, A/B testing, creative optimization
- LinkedIn Ads: B2B targeting, lead generation campaigns, sponsored content, account-based marketing
- Campaign Optimization: Budget allocation, ROAS tracking, conversion optimization, cost-per-acquisition reduction

EDUCATION

Master of Business Administration (MBA)

Specialization: **Marketing & Digital Marketing** | Ganpat University, 2021 – 2023

Bachelor of Computer Application (BCA)

Ganpat University, 2018 – 2021

Higher Secondary (12th Grade)

A. M. Patel English Medium School, 2016 – 2018

PROFESSIONAL CERTIFICATIONS & TRAINING

- Digital Marketing Certified
- SEO Certified – HubSpot Academy
- ChatGPT for Search Engine Optimization
- Google Ads Certified – Search & Display Advertising
- Facebook Ads Manager Certified
- Instagram Marketing Fundamentals Specialist
- LinkedIn Ads Professional Training
- Microsoft Office Suite Mastery & Ethical Hacking Fundamentals

ACHIEVEMENTS & AWARDS

- Two-Time National Gold Medalist in Kabaddi | Highest National Recognition
- Sportsman of the Year Award | Recognition of Excellence
- National West Zone Inter-University Champion | Premier Athletic Achievement
- Khel Mahakumbh District Championship Winner | Competitive Excellence
- Best Sportsman of the University Award | Institutional Recognition

LANGUAGES: English (Fluent) | Hindi (Fluent) | Gujarati (Native)

INTERESTS & ACTIVITIES: International Travel | Film & Entertainment | Competitive Sports | Fitness