

Anant Raj

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SUMMARY

BBA student specializing in Digital Marketing & AI with hands-on experience in Google Ads, campaign analysis, GA4, Google Tag Manager, SEO, WordPress, and digital marketing projects. Experienced in planning and analysing search advertising campaigns, conducting keyword and search-term analysis, working with conversion tracking, and documenting marketing experiments through case studies. Seeking a Digital Marketing, Performance Marketing, PPC, or Marketing Analytics internship to apply practical skills in a real business environment.

EDUCATION

Lovely Professional University, Punjab

Punjab

Bachelor of Business Administration (BBA) — Digital Marketing & AI, Relevant coursework: Digital Marketing, AI & Content Marketing, Data Visualization & Storytelling, AI & Machine Learning, Research Methodology, Business Communication

Expected Graduation: 2028

RPS Public School, Rewari — CBSE

Rewari

Class XII

Completed

RPS Public School, Rewari — CBSE

Rewari

Class X

Completed

PROJECTS

Google Ads House Cleaning Campaign | Independent Performance Marketing Project

- Planned and executed a Google Search Ads campaign for a house-cleaning service.
- Conducted keyword targeting, campaign structuring, search-term analysis, and negative-keyword research.
- Managed ₹616 in ad spend, generating approximately 1,330 impressions and 70 clicks.
- Achieved an average CPC of ₹8.81 and recorded 1 conversion.
- Analysed campaign performance to identify irrelevant search terms, traffic-quality issues, and opportunities for optimization.
- Documented the campaign as a performance marketing case study with campaign results and optimization recommendations.

Google Ads Geyser Repair Campaign | Independent Mock Campaign

- Designed a simulated Google Search Ads campaign for a geyser repair service.
- Developed campaign structure, keyword targeting, ad concepts, search-intent strategy, and negative-keyword approach.
- Analysed potential irrelevant search queries and planned optimization actions.
- Created a documented case study to demonstrate practical understanding of PPC campaign planning.

GrowWithAnant — Digital Marketing Portfolio | Independent Digital Marketing Project

- Built and manage a personal digital marketing website using WordPress and Elementor.
- Published 10+ digital marketing articles and practical learning resources.
- Developed case studies covering Google Ads campaigns, campaign analysis, and marketing experiments.
- Created a dedicated practice environment for testing and documenting digital marketing concepts.
- Used the website as a portfolio to demonstrate practical marketing knowledge and project-based learning.

GA4 & Google Tag Manager Tracking Practice | Independent Analytics Project

- Practiced implementing and analysing marketing and conversion tracking using GA4 and Google Tag Manager.
- Worked with events, traffic sources, conversion tracking, tags, triggers, and variables.
- Practiced connecting advertising activity with website behaviour and conversion data.

- Used Microsoft Clarity to analyse user behaviour and identify potential landing-page improvements.

TECHNICAL SKILLS

Performance Marketing: Google Ads, Google Search Campaigns, Keyword Research, Keyword Match Types, Negative Keywords, Search-Term Analysis, Campaign Optimization, PPC

Marketing Analytics & Tracking: Google Analytics 4 (GA4), Google Tag Manager (GTM), Conversion Tracking, UTM Parameters, Microsoft Clarity, CTR, CPC, Conversion Rate, CPA, ROAS

Digital Marketing: SEO Fundamentals, On-Page SEO, Search Intent, Content Marketing, Competitor Research, Landing Pages, CRO Fundamentals

Tools: WordPress, Elementor, Canva, Microsoft Excel

Currently Developing: SQL, Python, Pandas, NumPy, Power BI, Data Visualization

CERTIFICATIONS

Google Ads Certification — Udemy

Google Ads Certification — Google-Powered Program

Digital Marketing Certification — HubSpot

ADDITIONAL

Built practical digital marketing projects alongside academic coursework. Developing specialization in Performance Marketing, Google Ads, and Marketing Analytics. Building analytical capabilities through Excel, SQL, Python, and data visualization. Portfolio: growwithanant.com