

Anant Raj

LinkedIn: <https://www.linkedin.com/in/anant-raj-5618692b6/>

Email: anantraj4008@gmail.com

Mobile: +91-9351738317

Portfolio: www.growwithanant.com



SKILLS SUMMARY

Tools/Platforms: Google Ads, Google Analytics4 (GA4), WordPress, Microsoft Excel

Power Skills: Problem Solving, Communication, Time Management, Continuous Learning

PROJECTS/ LIVE PROJECTS

Google Ads Search Campaign | House Cleaning Services

- Planned, structured, and launched a Google Search Campaign for a local house cleaning service with the objective of generating leads through website inquiries.
- Managed a campaign budget of ₹616 and optimized spending based on keyword performance and user engagement.
- Generated 70 qualified landing page visits and achieved 1 lead conversion while maintaining an average CPC of ₹8.81.
- Reached over 1,300 potential customers through Google Search Ads and monitored campaign metrics including impressions, clicks, CTR, CPC, and conversions.

Key Results:

- Budget Managed: ₹616
- Clicks Generated: 70
- Impressions: 1,300+
- Conversions: 1
- Average CPC: ₹8.81

IronCore Fitness – Performance Marketing & Lead Generation Campaign

- Planned and built lead-generation campaigns for Google Ads and Meta Ads to promote a gym membership offer of ₹999 for the first month.
- Created campaign assets, ad copy, headlines, audience concepts, and calls to action focused on generating membership enquiries.
- Configured Google Tag Manager (GTM) and Google Analytics 4 (GA4) to track lead-generation events using the generate_lead event and thank-you-page triggers.
- Tested the conversion-tracking workflow to verify that lead events were firing correctly in GA4 Realtime.
- Designed a campaign measurement workflow connecting landing-page activity, conversion tracking, and performance reporting.
- Identified and documented implementation challenges, including tag configuration, trigger validation, and Google Ads conversion-action status.

Tools: Google Ads, Meta Ads Manager, GA4, Google Tag Manager, WordPress, Conversion Tracking

Personal Portfolio Website & Marketing Analytics Project

- Designed and developed a personal portfolio website using WordPress and Elementor to showcase digital marketing projects, Google Ads case studies, and educational blog content.
- Published 10+ SEO-focused blog articles covering Digital Marketing, Google Ads, Analytics, and marketing concepts
- Use Google Analytics 4 (GA4) to track website traffic, user engagement, page views, events, and traffic acquisition channels
- Analyzed website performance data including 210 sessions, 110 active users, and more than 1,300 tracked events
- Analyzed Organic Search accounting for 40% of sessions, providing insights into SEO - driven traffic.

- Evaluated user behavior metrics such as engagement rate, page views, event count, and session duration to understand visitor interaction patterns

Tools Used: WordPress, Elementor, Google Analytics 4 (GA4), Google Search Console

Key Results:

- 10+ Published Articles
- 210 Website Sessions
- 110 Active Users
- 1,300+ Events Tracked
- 40% Organic Traffic Share

Sales Performance Dashboard | Microsoft Excel

- Cleaned, organized, and analyzed raw sales datasets to generate business insights and performance reports
- Utilized Excel functions including SUMIFS, COUNTIFS, IF Statements, Conditional Formatting, Pivot Tables, and Pivot Charts for data analysis
- Built an interactive sales dashboard using Pivot Tables, Slicers, and Charts to visualize key performance indicators
- Analyzed sales performance across products, regions, customer segments, and time periods to identify growth opportunities

Tools Used: Microsoft Excel, Pivot Tables, Pivot Charts, Slicers, SUMIFS, COUNTIFS

CERTIFICATIONS/ CERTIFICATES

- Digital Marketing Certificate – HubSpot
 - Mastering Google Ads from beginner to expert – Udemy
 - Performance Marketing – Google Skill
-

EXTRA-CURRICULAR ACTIVITIES/CO-CURRICULAR ACTIVITIES

- Regular Strength Training and Fitness Development
- Reading Marketing, Business and Self- Development Articles

EDUCATION

- | | |
|--|--|
| • Lovely Professional University
<i>Bachelor of Business Administration – Digital Marketing and AI</i> | Phagwara, Punjab
Aug 2025 - Present |
| • RPS Public School

Class XII | Rewari, Haryana

April 2024 - March 2025 |
| • RPS Public School
Class X | Rewari, Haryana
April 2023 - March 2024 |