

AMARJEET PRAJAPATI

PERFORMANCE MARKETING & WORDPRESS SPECIALIST

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Portfolio: [Work / Portfolio](#) • About: [About Amarjeet](#)

Professional Summary

Performance Marketing and WordPress professional with around seven to eight months of intensive, hands-on practical learning and implementation across Google Ads, SEO, content marketing, social media marketing, GA4, Google Tag Manager, conversion tracking and WordPress website development. I have invested in professional learning, my own laptop and hosting, built my own website, and consistently practiced real digital marketing workflows instead of relying only on theory. My focus is on understanding the complete journey from business research and search intent to campaign setup, measurement, performance analysis and continuous optimization.

Core Skills

Performance Marketing	Analytics, Website & Organic
• Google Search Ads, Display Ads & Video Ads • Campaign Planning, Structure & Optimization • Keyword Research & Search Intent Analysis • Ad Copy, Match Types & Negative Keywords • Budget, Bidding & Targeting • Performance Reporting & KPI Analysis	• GA4 & Google Tag Manager • Conversion & Event Tracking • CTR, CPC, CPA, Conversion Rate & ROAS • WordPress & Elementor • HTML, CSS & Responsive Website Development • SEO, Content Marketing & Social Media Marketing

Practical Experience

Independent / Self-Directed Practical Experience — Performance Marketing & WordPress

2026 – Present | Azamgarh, Uttar Pradesh

- Built practical digital marketing workflows across paid advertising, SEO, content, social media and analytics through consistent self-directed implementation.
- Practiced Google Search Ads workflows covering business research, keyword research, search intent, campaign and ad-group structure, match types and negative keywords.
- Worked through search ad messaging, targeting, budgeting, bidding concepts, search-term analysis and campaign optimization.
- Analyzed performance using impressions, clicks, CTR, CPC, conversions, conversion rate and CPA, with a focus on understanding what should be improved.
- Practiced GA4 and Google Tag Manager for analytics, events, parameters, conversion tracking and measurement workflows.
- Built and customized responsive WordPress websites using WordPress and Elementor, including service pages, landing sections, CTAs and portfolio presentation.
- Worked on SEO fundamentals including keyword research, search intent, content structure and on-page optimization.
- Connected paid advertising, SEO, content, analytics and website experience into a broader digital growth workflow.
- Continuously researched tools, platforms and current digital marketing practices, testing concepts through hands-on implementation.
- Built amarjeetgrowth.com as a professional personal-brand website and portfolio to demonstrate practical skills and ongoing work.

Selected Projects

[AmarjeetGrowth — Personal Digital Growth Portfolio](#)

Professional WordPress website and personal brand platform covering Performance Marketing, Google Ads, SEO, Content Marketing, Analytics and WordPress services.

[Work / Portfolio](#)

Selected practical website, marketing, analytics and digital-growth work presented for professional review.

Google Search Ads — End-to-End Practical Workflow

Business research, keyword research, search intent, campaign/ad-group structure, match types, negative keywords, targeting, budget/bidding, ad creation, landing-page relevance, conversion tracking, search-term analysis and optimization.

GA4 + Google Tag Manager — Measurement Practice

Analytics and tracking practice covering events, parameters, conversions, measurement structure, UTM usage and performance interpretation.

Education

Bachelor of Arts (B.A.) | 2022 – 2024 | Maharaja Suhel Dev State University, Azamgarh

Class XII | 2021 | Maa Sardar Kerma Bhujai School, Azamgarh, Uttar Pradesh

Class X | 2019 | Maa Sardar Kerma Bhujai School, Azamgarh, Uttar Pradesh

Certification

Google — Fundamentals of Digital Marketing | March 2026

Additional Strengths

- Strong self-learning and practical implementation mindset.
- Invested personally in professional learning, equipment, hosting and hands-on practice.
- Comfortable working across marketing, analytics and website development as connected parts of digital growth.
- Focused on continuous testing, measurement, learning and improvement.
- Open to real business tasks and eager to demonstrate capability through execution and quality of work.