

KRISHNA AGGARWAL

DIGITAL MARKETING & GROWTH EXECUTIVE



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PROFESSIONAL SUMMARY

Digital marketing professional with hands-on experience in SEO, performance marketing, landing pages, CRO and lead generation. Built 70+ AI-assisted landing pages and 50+ campaign pages while reducing development time by 80%.

PROFESSIONAL EXPERIENCE

vCommission Media Pvt. Ltd

JAN 2026 – AUG 2026

PERFORMANCE MARKETING EXECUTIVE

- Built **70+ AI-assisted pre-sale pages** for D2C brands.
- Developed **50+ high-converting landing pages** for marketing campaigns.
- Created **15+ campaign-specific product pages** for Shopify stores.
- Optimized **70+ pages** using CRO best practices.
- Worked across **8+ D2C brands** on marketing assets.
- Reduced landing page development time by **80% using AI workflows**.
- Supported Meta & Google Ads campaign execution and optimization.
- Built **5+ internal AI tools** to automate repetitive marketing workflows.
- Improved operational efficiency by building internal productivity tools.
- Developed performance **dashboards to track marketing KPIs**.
- Worked with Shopify, GA4, Search Console, Meta Ads, and AI tools to improve campaign performance

KS INDUSTRIES

JUL 2025 – DEC 2025

DIGITAL MARKETING & SEO ASSOCIATE

- Built and managed the business website end-to-end on WordPress.
- Generated **100+ WhatsApp inquiries** through digital lead-generation activities and handled end-to-end customer queries and follow-ups.
- Converted **40+ genuine buyers** through WhatsApp-based lead nurturing and sales communication.
- Achieved **1L+ organic Facebook reach** through organic social media activities.
- Managed the organic content schedule, including planning, publishing and optimization of social media posts.
- Implemented on-page, off-page and technical SEO, including keyword optimization, internal linking, backlinks, sitemap and robots.txt.
- Tested Meta lead-generation campaigns for business lead acquisition and evaluated campaign performance.

EDUCATION

Degree/Course	Institute/college	University/Board	Percentage/CGPA	Year of Passing
XII	SRDAV Public school	CBSE	76%	2024
B.A. Programme	Hansraj College	Delhi University	8.32	2027
Digital Marketing + Generative A.I.	Hansraj College	Delhi University	94%	2025

SELECTED PROJECTS & IMPACT

Trading Coaching Lead Generation

Optimized Meta Ads with **₹21.98K+ spend**, generating **886 messaging conversations** at **₹24.81/conversation** and **370K+ impressions**. to generate prospective student enrollments for a trading coaching business.

AI-Powered Backlink Outreach Automation

Built an AI workflow to identify relevant backlink prospects, personalize outreach and automate the end-to-end outreach process.

Technical SEO Schema Automation

Built a schema automation workflow to generate and automatically implement structured data across websites, streamlining technical SEO.

A.I. & TOOLS

AI & LLMs

ChatGPT • Claude • Gemini
• Perplexity • Grok

AI Builders & Creative

Lovable • Antigravity • Stitch •
Bolt • Gamma • Canva

SEO & Analytics

Google Search Console • Google
Analytics 4 • Yoast SEO • Google
Keyword Planner

Web & E-commerce

WordPress • Shopify

CERTIFICATIONS

GOOGLE SKILLSHOP CERTIFICATIONS

- Google Search Ads Certification
- Google Display Ads Certification
- Google Video Ads Certification
- Google Ads Creative Certification

SEMRUSH ACADEMY CERTIFICATIONS

- SEO Essentials with Semrush
- On-Page SEO Essentials with Semrush
- How to Outrank Your Competition in Local Search