

# HARSHAL KULTHIYA

Digital Marketing Executive

## PROFILE

A versatile digital marketer, I execute comprehensive Google Ads campaigns and craft compelling Facebook Ads copy. Proven in strategizing, implementing, and optimizing end-to-end campaigns across SaaS, e-commerce, and tourism sectors. Skilled in planning, creating, and managing revenue-driving ads through data-driven optimization. I've delivered hands-on training in SEM, SMM, SEO, content, email marketing, and analytics to over 500 students. Adept at creating compelling ad copies that resonate and drive desired actions.

## SKILLS

- Google Ads
- Facebook Ads
- LinkedIn Ads
- Customer Segmentation
- Keyword Research
- Google Analytics
- Social Media Marketing

## ACHIEVEMENTS SO FAR

### RESEARCH PAPER

- Correlation between Magnetic and Mechanical Properties of Structural Steel.

### QUALIFIED EXAMS

- GATE 2022 Civil Engineering
- GATE 2022 Aerospace Engineering
- 3X - AFCAT Written Exam Cleared
- 3X - Coast Guard Written Exam Cleared
- 3X - UPSC NDA Written Exam Cleared

### NCC

- A- Certificate (Junior Division)

### COURSES AND CERTIFICATES

- 35+ LinkedIn Learning Courses in Digital Marketing.
- 13 Mindvalley Certification Courses
- 4 Udemy and LinkedIn Certificate for Structural Designing

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LinkedIn Profile - Harshal Kulthiya

Indore, Madhya Pradesh

## WORK EXPERIENCE

### Momentum Ventures

Jan 2024 - Present

#### Digital Marketing Executive

Executed end-to-end Google Ads campaigns for multiple SaaS clients at Momentum Ventures, including planning, creation, implementation, and optimization

### Freelancing projects

March 2023 - Dec 2023

#### Digital Marketing Strategist

E-commerce listing for Comfort Wear clothing brand, established end-to-end digital marketing campaigns for Sukhinah Bhavantu tourism wellness brand.

### Sewak - IGTR MSME

March 2023 - Dec 2023

#### Digital Marketing Trainer

Delivered digital marketing training to professionals, housewives, and students. Equipped them with hands-on skills in SEM, SMM, SEO, content, email marketing, and analytics.

### Fuel Free

March 2023 - Dec 2023

#### Digital Marketing Executive

As a Digital Marketer I have to report for the ads running over Meta Ads Manager & write Ads copy for social media posts.

## EDUCATION

### RGPV

2022-2024

#### M. Tech (Structural Engineering)

Qualified GATE twice in Aerospace & Civil Engineering which led me to pursue my Masters in this field

### Medicaps University

2018-2022

#### B. Tech (Civil Engineering)

- Published a research paper.
- Completed 5 Major Structure Designing projects with a Part Time work Experience.

### Sainik School, Chittorgarh

2014-2018

#### Matriculation & Intermediate

This was a Rebirth actually. Done NCC (Junior Division) & participated in various activities to embolden key personality areas.

## HOBBIES & INTERESTS

- Reading Books
- Playing Flute
- Diary Writing
- Rubik's Cube
- Cycling