

Khushal Kalsariya

Web Developer & Digital Marketing Head

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📍 Surat, Gujarat



PROFESSIONAL EXPERIENCE

Full-Stack Developer & Marketer

CyberEdu

Designed and built a custom learning portal website with optimized user flows.

Structured digital marketing funnels, performance ads, and content strategy to drive admissions and organic growth.

Delivered high ROI on ad spend while scaling organic reach through structured SEO and content architecture.

E-Commerce Web Developer & Ads Strategist

Nivik Store

Developed a custom, high-converting e-commerce storefront.

Managed highly targeted Google Ads campaigns to drive sales and scale customer acquisition.

Successfully generated 500+ orders in the first month through precise conversion rate optimization.

PROFESSIONAL SUMMARY

Experienced Digital Marketing Head and Web Developer with a proven track record of scaling online presence, generating high-quality leads, and building bespoke web solutions. Expertise spans performance marketing (Meta/Google Ads), full-stack development (PHP, JS, MySQL), and content creation. Passionate about combining innovation, technology, and strategic marketing to drive robust business growth and exceptional client results.

ACHIEVEMENTS

- **30+ Business Clients:** Scaled digital operations for diverse businesses.
- **250+ Ad Campaigns:** Executed successful Meta & Google Ads strategies.
- **15+ Web Solutions:** Developed bespoke, high-converting platforms.

PROFESSIONAL EXPERIENCE (CONT.)

UI/UX Designer & Meta Ads Specialist

Vivaan Holidays

Designed the travel agency platform website, focusing on booking conversion optimization.

Produced high-engagement creative reels and visual brand assets.

Executed strategic Meta Ads to generate a high volume of quality booking inquiries and leads.

AI Developer & Cybersecurity Collaborator

Surat Cyber Police

Collaborated to design and develop specialized AI investigation tools and scripts using Python.

Empowered officers to streamline forensic OSINT searches and track digital threat footprints efficiently.

CORE COMPETENCIES

Digital Marketing (95%)

- Social Media Marketing
- Meta Ads
- Google Ads (SEM)
- Performance Marketing
- Lead Generation

Web Development (96%)

- HTML5 / CSS3
- JavaScript
- PHP / MySQL
- Landing Page CRO
- SEO Architecture

Content Creation (94%)

- Content Strategy
- Video Editing
- Short Form Reels
- Creative Direction

Business & Leadership

- Director Operations
- Client Relationship
- Sales Negotiation
- Startup Growth Strategy