ANKIT SONI
SOCIAL MEDIA SPECIALIST

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👤 PROFESSIONAL SUMMARY

Digital Marketing and Web Development Specialist with 5+ years of experience running paid campaigns on Meta, Google, Snapchat, and TikTok. Currently managing multi-country ad accounts (UK, KSA, Bahrain) at Akbar Travels, Ajman. Skilled in ROI-driven strategies, content planning, and WordPress development.

Social Media	SMM Tools	Development	Digital Marketing
Meta Ads Manager, Google Ads, TikTok Ads Manager, Snapchat Ads Manager, Google Analytics, ChatGPT	Facebook Business Suite, Hootsuite / Buffer, Canva / Adobe Photoshop, Semrush / Ahrefs, Jasper AI	WordPress, PHP, JavaScript, Shopify, Python, ReactJS, cPanel, Server, Git, VPS, DNS, HTML, CSS	SEO, Google Analytics (GA4), Google Tag Manager (GTM), Ahref, Semrush, MailerLite, Hubspot, Meta Pixel

💼 PROFESSIONAL EXPERIENCE

☑ **Akbar Travels | Feb 2023 – Present**
Social Media Specialist | Dubai, UAE

- Planned, executed, and optimized high-performing paid ad campaigns across **Meta, TikTok, and Snapchat**, improving ROI and lead generation for multiple international markets.
- Managed and maintained brand presence across all major **social media platforms**, ensuring consistent content, audience engagement, and timely responses.
- Analyzed campaign data and audience insights using **Meta Business Suite, TikTok Ads Manager**, and **Google Analytics** to refine strategies and maximize performance.

☑ **Aphex Media | Sep 2021 – Jan 2023**
WordPress Developer | Remote, Malta

- Contributed to WordPress website development and content creation at Aphex Media, a global SEO agency.
- Efficiently managed tasks using Slack and CRM, overseeing content, SEO, security, and maintenance responsibilities.

☑ I2B Credit Solution Ltd. | Nov 2019 – April 2020
Digital Marketer | Lucknow, India

- Collaborated with I2B, a real estate investment management company, to create and manage their website.
- Spearheaded online business growth by running effective paid advertising campaigns on Google and Facebook, resulting in lead generation.

💼 PORJECTS

Ankitsoni.in (My Portfolio) | Duration : 5 weeks
Designed and Developed in React JS ↗

- Designed and implemented portfolio using Figma and React JS, managing versions with GIT.
- Successfully deployed on cPanel with personalized design elements and updated information, showcasing featured projects for visitor engagement.

Sajaf Fashion | Duration : 1 weeks
eCommerce Website ↗

- Created a fully responsive e-commerce website using WordPress and Elementor, focusing on a sleek, user-friendly interface adaptable to all devices.
- Integrated a secure payment processing system to enable smooth and reliable transactions for users.
- Deployed the site on a VPS server, ensuring optimal performance and availability for a seamless live experience.

Other WordPress Projects

- Durgeshsoni.com ↗
- Youngindians.net ↗
- Almahira.me ↗
- Shreejiacademy.org ↗
- Cloudlearn24.com ↗
- ProjektSerotonin.com ↗

- Admissiontoday.in ↗
- ProbProducts.com ↗
- KegKnight.com ↗
- Shashiblogs.com ↗
- Swisso360.com ↗
- Eurconnect.co ↗
- Akbartravelsme.com ↗

🎓 ACADEMIC EXPERIENCE

Bachelor of Computer Application | Graduated May 2019
MCNUJC Bhopal, India

- I earned my BCA degree from MCNUJC Bhopal University. Throughout my academic journey, I established a robust understanding of computer fundamentals and acquired foundational skills in programming.