





# ABHI KIKANI

## Digital Marketing

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 [Portfolio](#)

## EDUCATION

BE Mech  
L.E Collage, Morbi

## SKILLS

- Meta Ads
- Google Ads
- Social Media Optimization
- SEO
- Wordpress Development
- Graphics (Photoshop / illustrator / Filmora)

## CERFICAONS

WordPress Development &  
Digital Marketing -  
(Zinmatt)

## About Me

I am a self-educated and creative Digital Marketer and WordPress Developer who holds a Mechanical Engineering degree. I have grown my skills from WordPress development to the entire range of digital marketing, such as Meta Ads, Google Ads, SEO, Social Media Optimization, and content creation.

I have expertise in designing high-converting, responsive websites with Elementor and WooCommerce, as well as landing page design specifically for ad campaigns. In addition to my marketing plan, I create brand-extending graphics and videos for promoting brand presence online.

My career encompasses first-hand experience of managing SMO and Meta Ads for Neer Water Tech (2 years) and Elevate Interior (6 months). These positions provided me with practical knowledge of operating performance-oriented campaigns and expanding digital visibility.

## PROJECTS

### **Trendify – Online Clothing Store**

WooCommerce site with responsive design, custom product pages, and SEO-rich product descriptions.

### **WanderCraft – Personalized Travel Experiences**

Custom travel website with responsive design, interactive tour packages, and SEO-optimized content.

### **Water Case Study**

Website Informational site on water quality and RO systems. Used Elementor layouts with Gemini-assisted content.