Gaganajit

Digital Marketing · E-commerce Account Management · Accounting & Taxation

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PROFILE

Founder of two businesses, Independent (a natural food brand) and Alpha Services (a business services company). I run Meta and Amazon ad campaigns, manage Amazon and Flipkart seller accounts, and handle GST, IEC, FSSAI and trademark registrations. Currently pursuing a BBA and a Master's in Digital Marketing with a specialisation in Performance Marketing.

EDUCATION

Master's in Digital Marketing (Specialisation: Performance Marketing) Oct 2026 – Present
Currently pursuing

Bachelor of Business Administration (BBA) Jul 2026 – Present
Currently pursuing

Senior Secondary Education 2024
Sahibzada Ajit Singh Academy, Ropar (Punjab)

PROJECTS

Independent: founder, D2C natural food brand independentshop.in

- Manage the Amazon and Flipkart seller accounts and product listings
- Run Meta and Amazon ads to drive sales

Alpha Services: founder, business services alphaservicesco.in

- Handle GST, IEC, FSSAI and trademark registrations
- Run Meta lead-generation campaigns with click-to-WhatsApp

SKILLS

Digital Marketing	Performance marketing, Meta Ads, Amazon Ads, lead generation, SEO, social media content
E-commerce	Amazon Seller Central, Flipkart Seller Hub, product listings, marketplace ads
Accounting & Taxation	Bookkeeping, GST, IEC, FSSAI and trademark registration
Tools	Meta Ads Manager, Google Search Console, Canva, AI tools