UTKARSH JUKARIA

Computer Science Engineer | Paid Performance Marketer | Builder of AI Tools for Merchants
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SUMMARY

Computer science engineer with 5+ years in paid acquisition, from $400K+ in ad spend across 30+ small-business accounts to multi-million-dollar budgets for Metrolinx, Lipton and Red Bull. I find where money leaks between an ad and a sale, then build AI-powered tools that fix it. I use AI daily to prototype and ship, and built three working Shopify merchant tools, two of them for this application.

PROJECTS

Shopify Merchant Tools | shopify.utkarshjukaria.com | Claude, Gemini API, JavaScript **Nov 2026**

- **Discount Stack Check:** Models Shopify's discount combination rules across product, order and shipping discounts, then rings up the worst valid cart for every product to flag ones that sell below cost before Black Friday. Imports real store data and suggests a one-click fix.
- **Register to Store:** Uses Gemini vision to read a photo of a handwritten stock register (English, French or Hindi) and output a Shopify product import CSV. Flags anything it isn't sure about instead of guessing, with a person checking before import. Built for small makers like The Bakers Bar, a friend's shop in Gravenhurst, ON.
- **ROAS Reality Check:** Calculates the break-even ROAS a store actually needs once product cost, shipping, payment fees and returns are counted, showing when a "good" 3x ROAS still loses money on every order.

PROFESSIONAL EXPERIENCE

Social Manager, Paid Performance Marketing, PHD Media (Omnicom) | *Toronto, ON* **Sept 2025 – Present**

- Run full-funnel paid social for Metrolinx (GO Transit), multi-platform awareness funnels for Lipton and awareness campaigns for Red Bull across Meta, TikTok, Snapchat, Pinterest and Reddit, with multi-million-dollar budgets.
- Built an AI-assisted audience and campaign naming tool now used by my team across five ad platforms, so reporting rolls up consistently across channels.
- Adjust bids, audiences (CRM match, custom intent, lookalikes) and creative rotation mid-flight based on auction and fatigue data to keep CPA down as spend scales.
- When a TikTok platform issue overspent a campaign by $12K in a few hours, worked with TikTok reps to recover $8K in credit and secured the client $50K in Snapchat promo credits to rebuild trust.
- Present post-campaign reports and QBRs to client executives; lead pitches and plans, including GO Transit's sports and student campaigns.

Social Media & Ads Specialist, Trust Your Talent Academy | *Remote* **Sept 2024 – Feb 2025**

- Owned full-funnel lead generation on Meta and Google: rebuilt landing pages, conversion flows and retargeting, and set up GA4, GTM and Meta Pixel tracking, lifting website conversions 50% and brand awareness 30%.
- Set up automated lead-nurture workflows in GoHighLevel, growing organic leads 20%; gave leadership weekly readouts that guided budget shifts.

Digital Ads & Web Consultant, Independent | *Toronto, ON* **Dec 2023 – Jul 2024**

- Advised agencies and small businesses on Meta, Pinterest and Google Ads; built fast, SEO-optimized WordPress sites.

Digital Advertising & Web Specialist, Social Know How | *Toronto, ON* **May 2022 – Nov 2023**

- Managed $400K+ in tracked ad spend across 30+ small-business accounts on Meta, LinkedIn and Google; grew leads up to 300% for a telecom client through A/B testing and retargeting.
- Taught myself web development, Google Ads and email marketing so the agency could offer clients more services; launched or optimized 50+ WordPress sites, increasing traffic 50%, and built Looker Studio reporting joining CRM and pixel data.

Digital Marketing Specialist, 5K Digital | *India, part-time while studying* **Aug 2020 – Oct 2021**

- Grew organic leads 60% for small local businesses through content and community management on Facebook and Instagram.

SKILLS

AI & Building: Claude, Gemini API, prompt design, AI-assisted prototyping, HTML/CSS, working knowledge of JavaScript and Node, WordPress

Commerce & Growth: Shopify discount combinations, product CSV import, paid acquisition, ROAS/CPA/break-even analysis, A/B testing, CRO

Ad Platforms: Meta, Google Ads, TikTok, Snapchat, Pinterest, Reddit, LinkedIn

Analytics & Tools: GA4, Looker Studio, Meta Pixel & CAPI, GTM, attribution, Excel, HubSpot, GoHighLevel, Zapier | **Languages:** English, Hindi

EDUCATION & CERTIFICATIONS

B.Tech, Computer Science and Engineering, Graphic Era University, India (2017 – 2021)
Post Graduate Diploma, Business Administration, York University, Toronto, ON (2023)
Post Graduate Certificate, Social Media Marketing, Seneca College, Toronto, ON (2022)
Certifications: Meta Certified Media Buying Professional | Google Ads Search | GA4 | TikTok & Pinterest Media Buyer