RAHUL MARUTI MASKARE

PERFORMANCE MARKETING | META ADS | LEAD GENERATION

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Portfolio: www.rahulmaskare.com

PROFESSIONAL SUMMARY

Performance marketer with **nearly 4 years of experience** running paid campaigns for businesses across different industries. Focused on **Meta Ads**, from campaign setup and **audience targeting to retargeting** and **budget optimization,** with the goal of getting more leads at a lower cost. Also build WordPress websites and landing pages, set up **WhatsApp and call follow-up automation,** and create ad creatives, so a campaign can be handled from start to finish.

CORE SKILLS

- **Paid Media:** Meta Ads Manager, Meta Pixel & Conversions API, lead-gen campaigns, retargeting, audience targeting, A/B testing, budget optimization
- **Web :** WordPress, WooCommerce, landing pages, lead-capture funnels, on-page SEO
- **Automation :** WhatsApp Business API, SMS and call follow-ups, bulk call and webhook automation
- **Tools :** Meta Business Suite, WordPress, Elementor, Woocommerce, Canva, Photoshop, Premier-pro etc..
- **Creatives :** Designed engaging ad creatives, marketing graphics, and promotional videos to support Meta Ads campaigns.

PROFESSIONAL EXPERIENCE

Freelance Digital Marketing Specialist
October 2025–Present

- Managed Meta Ads campaigns for multiple clients across industries.
- Created and tested ad copies, graphics, and videos.
- Used AI tools for ad copywriting and marketing research.
- Analyzed competitors, customer behavior, and market trends.
- Optimized campaigns based on performance data.

Purva Marketing
December 2023–September 2025

- Managed Meta Ads campaigns across multiple industries.
- Worked on audience targeting, retargeting and creative testing.
- Supported marketing automation and WordPress landing pages.
- Monitored performance and identified optimization opportunities.
- Building Wordpress Websites, E-commerce website
- WhatsApp & Call Automation, lead-capture funnels

Namaskar Digital
August 2023–November 2023

- Supported marketing budget planning and market research.
- Wordpress Website Designing

Digitize Brand
February 2023–July 2023

- Managed social media activities
- Content creation and assisted with paid campaigns.

EDUCATION

Diploma in Visual Effects
Times and Trends Academy, Pune 2019

Advanced Digital Marketing Course
Digital Trainee, Pune 2022

Advanced Digital Marketing Course
Digital Trainee, Pune 2022

HSC
2018

SSC
2016

LANGUAGES: English, Hindi, Marathi