

CONTACT

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EDUCATION

HAMSTECH COLLEGE OF CREATIVE EDUCATION

BACHELOR'S DEGREE IN
Fashion/Apparel Design 2019-2022

SKILLS

- Social Media Strategy & Management
- Meta Ads (Facebook & Instagram)
- WordPress & Elementor Website Management
- Content Creation (Reels, Graphics, Videos)
- Analytics & Reporting (GA4, Tag Manager, Meta Suite)
- Gen AI Tools (ChatGPT, Google Flow, Lovable, Midjourney, Etc.)
- Team Management & Campaign Co-ordination

CERTIFICATION

PROFESSIONAL DIPLOMA IN DIGITAL MARKETING BY DIGITAL MEDHA & ADVERTISING

Credential ID: DMA5582
Issued Jun 2024 – Expires Jan 2034

ADDITIONAL STRENGTHS

- Strong visual sense and creativity from a design background - Excellent communication & copywriting skills for social platforms - Familiar with latest AI tools for marketing automation - Ability to manage multiple projects and teams simultaneously.

ABOUT ME

Creative and results-driven Social Media Management Specialist with 1.4+ years of professional experience in managing digital campaigns, content creation, and online branding for AI and tech-based companies. Skilled in using Generative AI tools and modern marketing platforms to build strong online communities, boost engagement, and drive measurable growth. Adept at paid media, and content strategy to amplify brand visibility and conversions. Passionate about crafting compelling narratives that connect brands with their audiences.

WORK EXPERIENCE

GENERATIVE AI DIGITAL MARKETING SPECIALIST

GenAILakes | Aug 2025 – Present

- Leading AI-driven social media marketing initiatives to boost brand awareness and audience engagement across Instagram, Facebook, and LinkedIn. - Conceptualized and executed data-backed social campaigns resulting in consistent follower growth and improved lead quality. - Managed Social media calendars using tools like Buffer, Hootsuite. - Designed high-performing creatives, reels, and videos using AI tools like Midjourney, Pictory, Lumen5, and Canva AI. - Managed paid campaigns (Meta) for reach and conversions, ensuring maximum ROI with limited budgets. - Tracked and analyzed campaign metrics using GA4, Tag Manager, and Meta Business Suite to refine performance strategies. - Collaborated with cross-functional teams and managed an 8-member team to deliver multi-channel campaigns and social content calendars.

DIGITAL MARKETING ENGINEER

GenAILakes | Aug 2024 – Aug 2025

- Developed and implemented social media content strategies that strengthened brand presence and improved engagement metrics. - Executed on-page and off-page SEO strategies to improve organic visibility and drive inbound traffic. - Managed and optimized Meta Ads campaigns for higher ROI and audience targeting accuracy. - Contributed to website UX improvements using WordPress & Elementor for enhanced lead conversion. - Collaborated with marketing and design teams to ensure consistency in tone, design, and storytelling.

DIGITAL MARKETING INTERN

Digital Medha & Advertising | Jan 2024 – Jun 2024

- Learned social media campaign creation and Meta Ads optimization. - Gained hands-on experience in WordPress website setup, Google Business Profile, and SEO fundamentals (keyword research, site audits). - Learned and applied tools like Semrush, Google Search Console, and Keyword Planner.

LANGUAGES

- English | Hindi | Marathi | Telugu