

PRATHAMESH ANANDA LOHAR

DIGITAL MARKETING | META ADS | LEAD GENERATION

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PROFESSIONAL SUMMARY

Digital Marketing professional focused on Meta Ads, Facebook & Instagram advertising and lead generation. Hands-on experience supporting campaigns, audience targeting, ad creatives and performance monitoring for business growth. Seeking an internship or entry-level opportunity where I can contribute to paid social campaigns while continuing to develop my performance marketing skills.

EXPERIENCE

Digital Marketing Specialist | GrowUp Media | Maharashtra

Supported Facebook and Instagram lead generation campaigns for local businesses.

Assisted with campaign setup, audience targeting, placements and lead-form strategy.

Monitored ad spend, leads and cost per lead to evaluate campaign performance.

Supported business audits and digital marketing recommendations to identify growth opportunities.

Prepared client communication and follow-up messages for lead-generation campaigns.

CORE DIGITAL MARKETING SKILLS

Meta Ads & Facebook Ads • Instagram Advertising • Lead Generation • Facebook Lead Ads • Audience Targeting • Campaign Setup & Management • Ad Creative & Copy • Cost-per-Lead Monitoring • Social Media Marketing • Basic Campaign Optimization • Client Communication

EDUCATION

B.Tech - Artificial Intelligence & Data Science

Currently in 2nd Year | CGPA: 6.30

TECHNICAL SKILLS

Python | JavaScript | C | Pandas | NumPy | Scikit-learn | Basic Data Analysis | Machine Learning

PROJECTS

Student Performance Predictor — Built a machine learning model using Python, Pandas, NumPy and Scikit-learn to predict student exam scores.

Sales Data Analysis Dashboard — Analyzed retail sales data and created visual reports using Pandas, NumPy and Matplotlib.

Basic Chatbot using JavaScript — Developed a rule-based chatbot interface using HTML, CSS and JavaScript.

CERTIFICATIONS

Facebook Ads - SkillInspire

Python Programming Certification

MS-CIT - Maharashtra State Certificate in Information Technology

LANGUAGES

Marathi - Native | Hindi - Fluent | English - Basic / Working Proficiency

CAREER PREFERENCES

Available to start immediately | Internship / Fresher / Full-time | Remote or Pune, Mumbai & Kolhapur