

# Viraj Maske

## Digital Marketing Specialist

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I have over 6 years of experience in digital marketing and have gained extensive knowledge and expertise in various areas of this field. I have worked in versatile industries such as robotics, e-learning, e-commerce, and mobile apps, which has given me a unique perspective and a diverse skill set that I bring to every project I work on.

My key strengths include proficiency in Direct Response Marketing, Meta Ads, Google Ads, Native Ads, Google Analytics, YouTube Ads, and Google Firebase. My ultimate career goal is to become one of the best and most result-oriented Digital Marketing Specialists in the industry within the next 3 years. Additionally, I have some experience with WordPress, blogging, SEO, App Store Optimization, and Funnel Designing, which helps me work effectively with teams.

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### Education

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Pune, India	<b>Master of Computer Applications, Savitribai Phule Pune University</b>
	<b>Bachelor of Computer Applications, Shivaji University Kolhapur</b>

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### Professional Experience

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08/2018 – 08/2021 Pune	<b>Digital Marketing Executive, SUM INTERNET MARKETING LLP.</b>
03/2019 – 08/2020 Pune	<b>Digital Marketing Manager,</b> <i>IndiaFIRST Robotics Innovation and Research LLP, Aundh, Pune</i>
08/2021 – 01/2023	<b>Sr. Digital Marketing Executive (App Marketing),</b> <i>Upscale Media Pvt. Ltd (AdBanao App)</i>
02/2023 – present Pune	<b>Freelance Digital Marketer, Scaler Vision</b>

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### Skills

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**Facebook Ads** — With over six years of expertise in Meta Ads, I specialize in maximizing ROAS, minimizing CPA, and scaling campaigns for optimal performance. Adept at analyzing data and adjusting strategies in real-time, I have a proven track record of helping businesses achieve and exceed their marketing goals. •

**Email Marketing** — I specialize in email marketing automation, including creating drip campaigns, and high-converting notifications. Proficient in using tools like MailChimp, MailerLite, and ConvertKit etc. •

**Google Ads** — My expertise lies in crafting data-driven strategies that optimize performance, ensuring that each campaign delivers high-quality leads and conversions. • **App Marketing** — My app marketing experience encompasses app store optimization (ASO), mobile advertising, growth hacking, user research, and content marketing. I excel at driving app visibility, user acquisition, and engagement, leveraging data-driven strategies to fuel growth. • **Google Analytics** • **Firebase** • **YouTube Marketing** •

**Funnel Building** • **Copywriting**

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## Languages

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English

Hindi

Marathi

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## Courses

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**Facebook Marketing Course,** *Ben Heath*

**Google Ads,** *Perry Marshall*

**App Marketing,** *Steve.Young*

**Ultimate Google Analytics,** *Pavel Brecik, Udemy*

**Funnel Marketing,** *Russell Brunson, Dan Kennedy*

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## Interests

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Sales Copywriting

Native Ads Marketing

Chess