

RAHUL KUMAR

Founder & Digital Marketing Strategist – Growth Phantoms

PROFESSIONAL SUMMARY

Founder of Growth Phantoms, a performance-driven digital marketing agency focused on helping local and service-based businesses generate real leads, bookings, and revenue through strategic digital execution. Hands-on marketer with strong ground-level experience in Meta Ads, Google Ads, social media management, branding, and local business growth. Known for result-oriented campaigns, clear communication, and practical marketing systems instead of vanity metrics.

CORE EXPERTISE

- Meta Ads (Lead Generation & Awareness Campaigns)
 - Google Ads (Search & Local Campaigns)
 - Social Media Management & Growth Strategy
 - Local Business Marketing (Clinics, Salons, Institutes, Restaurants)
 - Brand Positioning & Content Strategy
 - Website Design (WordPress)
 - Funnel & Lead Management Systems
 - Graphic Design & Video Editing
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PROFESSIONAL EXPERIENCE

Founder – Growth Phantoms

Digital Marketing Agency

- Built and scaled Growth Phantoms with a focus on ROI-driven digital marketing for small and medium businesses.
- Successfully managed marketing campaigns for beauty salons, makeup artists, aesthetic clinics, restaurants, schools, and service businesses.
- Delivered consistent leads and brand visibility through optimized Meta Ads and Instagram-focused strategies.
- Helped clients improve inquiry volume, booking quality, and professional online presence.

- Personally involved in strategy, ad optimization, content direction, and client communication.
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Digital Marketing Executive – Ubique Wellness, Bangalore (6 Months)

- Worked on social media marketing, content planning, and digital campaigns.
 - Assisted in lead generation and brand awareness initiatives.
 - Gained experience in structured marketing workflows and analytics.
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Digital Marketing Intern – Digital Leopard, Punjab (2 Months)

- Learned fundamentals of digital marketing, paid ads, and social media promotion.
 - Assisted in campaign setup and basic optimization.
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Computer Instructor – Computer Zone, Sheikhpura (3 Years)

- Taught DCA, ADCA, DTP, CFA, Internet fundamentals, and basic computer skills.
 - Developed strong communication and teaching abilities.
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EDUCATION

- Graduation (Geography Honours) – Magadh University, 2023
 - 12th – BSEB Board, 2018
 - 10th – BSEB Board, 2016
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LANGUAGES

- Hindi
 - English
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DECLARATION

I hereby declare that the above information is true and correct to the best of my knowledge.

Rahul Kumar