

RAHUL TANWAR

Performance Marketer | Meta Ads Specialist & Growth Strategist

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PROFESSIONAL SUMMARY

Performance marketer with 6+ years of continuous growth within one organizational lineage — rising from Advertising Executive to Head of Strategy across four internal promotions. Specializes in Meta Ads: targeting, creative testing, budget scaling, and ROAS optimization, with Google Ads, SEO, and social strategy as supporting channels. Track record includes scaling a D2C brand to ₹3.3Cr+ in revenue, generating 18,000+ qualified leads for a real estate builder, and turning around an underperforming Google Ads account through corrected keyword targeting. Currently runs Scalexpert, a performance marketing consultancy, alongside seeking full-time opportunities.

CORE SKILLS

Meta Ads (Facebook Ads Manager) · Google Ads · Performance Marketing · Growth Strategy · CRO & Funnel Optimization · Client Management · Team Leadership · Content Strategy · Influencer & Retention Marketing · Marketing Automation (AI-assisted) · SEO

PROFESSIONAL EXPERIENCE

Founder & CEO · Scalexpert Jan 2026 – Present

- Run Meta Ads campaigns for D2C, real estate, and home decor brands, owning client strategy, execution, and delivery end-to-end.

Skills: Meta Ads · Google Ads · Growth Strategy · Client Management · CRO

Head of Strategy · That's Creative Apr 2025 – Feb 2026 · 11 mos

- Set long-term marketing direction across paid, organic, and content channels, including Meta Ads strategy and budget accountability.
- Converted broad business goals into focused, measurable execution plans.
- Introduced AI-assisted automation into campaign and reporting workflows.

Skills: Growth Strategy · Meta Ads · Marketing Automation · Strategic Planning

Also built and automated an independent digital product business (started May 2025), self-managed outside working hours.

Marketing & Strategy Manager · That's Creative Jan 2024 – Mar 2025 · 1 yr 3 mos

- Owned Meta Ads strategy and budget allocation across multiple client accounts.
- Led influencer and retention marketing initiatives that improved client engagement.
- Directed on-ground content strategy and shoot execution for client brands with a lean 2-person team.
- Hired and onboarded marketing team members.

Skills: Meta Ads · Influencer Marketing · Retention Marketing · Content Strategy · Team Leadership

Assistant Marketing Manager · That's Creative Jun 2023 – Dec 2023 · 7 mos

- Oversaw multi-channel campaign execution including Meta Ads, driving visibility and lead generation across client accounts.

Skills: Meta Ads · Multi-channel Marketing · Campaign Management

Note: Unlock Velocity and That's Creative are the same organizational lineage — the parent company (Udharna Tech) split its tech and non-tech divisions in 2023; the marketing arm continued under the name That's Creative.

Senior Marketing Executive · Unlock Velocity Mar 2022 – May 2023 · 1 yr 3 mos

- Managed Meta Ads performance campaigns end-to-end — targeting, creative testing, and budget scaling.
- Led client strategy calls, translating requirements into actionable campaign plans.
- Built social media strategies that improved client engagement and reach.

Skills: Meta Ads · Client Strategy · Social Media Strategy · Team Coordination

Advertising & SEO Executive · Unlock Velocity May 2021 – Feb 2022 · 10 mos

- Executed Meta Ads campaigns alongside SEO initiatives to grow traffic and conversions.

- Conducted keyword research and on-page/off-page optimization.

Skills: *SEO · Meta Ads · Keyword Research · Content Optimization*

Advertising Executive · impestechology

Dec 2020 – Apr 2021 · 5 mos

- Managed and optimized Amazon and Flipkart advertising campaigns, handling sponsored product placements and marketplace ad budgets.

Skills: *Amazon PPC · Flipkart Ads · Marketplace Advertising*

Digital Marketing Intern · Digital School of Delhi

Aug 2020 – Nov 2020 · 4 mos

- Gained hands-on experience executing digital campaigns and optimizing online presence.

Skills: *Digital Marketing Fundamentals · Social Media Marketing*

KEY CASE STUDIES

[Home Decor D2C Brand — Multi-Year Growth via Meta Ads](#)

Grew a home decor brand from 2022 onward, managing ₹47L+ in Meta Ads spend across 91 campaigns to generate ₹3.3Cr+ in gross sales at ~7x blended ROAS, sustained over 3+ years. Also led influencer marketing and social media growth.

[Real Estate Builder — Multi-Project Lead Generation](#)

Generated 18,000+ qualified leads for a multi-project real estate builder through Meta Ads, maintaining a sub-₹100 cost-per-lead across ₹18.9L+ in total ad spend.

[Cleaning Niche D2C Brand — Zero to Scale](#)

Took a newly-launched cleaning-niche D2C brand from a flat baseline to ₹21.6L+ in revenue and 6,200+ orders within 3 months, driving ₹4.9L in Meta Ads spend at a blended 3.52x ROAS across festive and evergreen campaigns.

[Home Furnishing \(Tiles\) Brand, Canada — Google Ads Turnaround](#)

Diagnosed misaligned keyword targeting behind a Canada-based tiles brand's high cost-per-lead complaint, and corrected it to deliver higher-quality leads at the same cost-per-conversion (~\$11-12), sustaining 1,980+ conversions with no drop-off over time.

EDUCATION

Bachelor's Degree

Maharshi Dayanand University (MDU), Rohtak · 2016 – 2019