



AMAN SHARMA

META ADS MANAGER | DIGITAL MARKETING SPECIALIST

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📍 Gwalior, M.P., India

ABOUT ME

Results-driven Meta Ads Manager with 2+ years of hands-on experience creating and scaling high-performance paid advertising campaigns on Facebook and Instagram. Proven track record of driving qualified leads and boosting sales revenue through strategic audience targeting, compelling ad creatives, and data-driven optimisation. Adept at managing end-to-end campaign lifecycles — from strategy and setup to analysis and reporting.

KEY PERFORMANCE METRICS

2+

Years Experience

586+

Total Leads

21

Lowest CPL

3.73x

Avg ROAS

5

Active Campaigns

WORK EXPERIENCE

Meta Ads Manager

Digital Prachar Marketing Agency, Gwalior

2023 – Present | Full-Time

- Planned, launched and optimised Facebook & Instagram campaigns for sales and lead gen objectives
- Managed monthly ad budgets ensuring efficient spend allocation and maximum ROI for clients
- Crafted audience segments using interest, behavioural, and lookalike targeting strategies
- Monitored KPIs (CTR, CPC, CPL, ROAS) and prepared detailed performance reports for clients
- Collaborated with creative teams to develop high-converting ad copies and visual assets

EDUCATION

B.SC

COMPLETED

KEY ACHIEVEMENTS

2+ Years

Specialised Meta Ads execution across diverse industries

Low CPL

Consistently maintained low Cost-Per-Lead via A/B testing

High CTR

Developed creatives that improved CTR and ROAS for clients

Custom Audiences

Built lookalike audiences, retargeting pools & Pixel integrations

CORE COMPETENCIES

Lead Generation

Sales Campaigns

Audience Targeting

Budget Optimisation

Performance Analytics

Retargeting

Lookalike Audiences

Pixel Integration

Campaign Strategy

ROI Maximisation

Conversion Tracking

TOOLS & SKILLS PROFICIENCY



LIVE CAMPAIGN HIGHLIGHTS

OPWDD Leads Campaign					ACTIVE
\$2,981.54	586	\$5.09	1.27%	36,770	
Spent	Leads	CPL	CTR	Reach	

Ezliving Testing Campaign					ACTIVE
\$710.33	171	\$4.15	2.27%	12,678	
Spent	Leads	CPL	CTR	Reach	