

OM RAJ

Performance Marketing & AI Creative Specialist

The One-Person Marketing Team — website, ads, AI video creative, and SEO/GEO, built and run solo across six live brands.

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See real proof of every result in this resume — Ads Manager screenshots, AI video ads, and full case studies — at omrajswatantra.com

PROFESSIONAL SUMMARY

- 4+ years of experience in Digital Marketing, running Performance Ads, Lead Generation, SEO/GEO, and AI-driven creative production — **solo, without a design or development team.**
- Built and run a one-person, AI-powered marketing pipeline — strategy, ad copy, website development, and video production — using **Claude** (Anthropic's AI assistant) to build all six brand websites, alongside Veo3, HeyGen, and Higgsfield.ai for AI video creative.
- Managed **₹10L+ cumulative ad spend** across Facebook & Google Ads for B2B & B2C brands.
- Generated **₹20L+ in combined ecommerce sales** for a single client across domestic and international markets.
- Reduced creative production time by **60–70%** using AI workflows.
- Full proof of every result — screenshots, video ads, case studies — at omrajswatantra.com

CORE EXPERTISE

- Performance Marketing (Facebook Ads, Google Ads)
- Lead Generation & Funnel Optimization
- SEO (On-Page & Off-Page) & GEO — AI Search Visibility
- Website & Ecommerce Design — built solo using Claude
- AI Video Ad Production
- AI-Only Creative Campaign Execution
- Ad Intelligence & Creative Testing
- Analytics-Driven Growth Strategy

KEY PERFORMANCE METRICS (SNAPSHOT)

- Ad Spend Managed: **₹10L+ cumulative**
- Leads Generated: **1,200–1,800/month** (combined campaigns)
- Average CPL: **₹20 – ₹60** (campaign dependent)
- ROAS (Ecommerce/Digital Products): **3.2x – 5.1x**
- Ecommerce Sales (single client): **₹20L+ combined**, local + global
- AI Search Referral Traffic: **12,000 visits** in 2 months
- Creative Production Time: **60–70% faster** using AI workflows

WORK EXPERIENCE

NX100 Pacific Biofuels Pvt. Ltd. — Digital Marketing Specialist

2021 – 2025

Bihar & Jharkhand — biodiesel dealership network, 350+ dealers

Owned the company's entire digital marketing function — the first professionally operated biofuel company in the region.

Website Build

- Built the full website end-to-end using Claude, from concept to launch.

Performance Marketing & Lead Generation

- Generated **6,000+ leads** in a single 3–4 month stretch at **₹6–7 CPC** via Facebook Lead Ads.
- Ran Google Search Ads against high-intent dealership keywords, improving lead quality.
- ₹5L+ ad spend** managed over 2 years.

SEO / GEO

- Drove **12,000 visits** from AI chat platforms (ChatGPT, Perplexity-style tools) in 2 months.
- Ranked the site for biofuel & dealership-related keywords across Bihar and Jharkhand.

Overall Digital Ownership

- Managed Facebook & Instagram brand presence and creative production.
- Coordinated with sales teams to refine lead quality and reporting.

Freelance Digital Marketing & AI Creative Consultant

2021 – Present

Remote — India

Delivered these results **concurrently** with the NX100 role — an independent consulting practice run alongside full-time responsibilities, for clients across the franchise, ecommerce, and biofuel sectors.

Akticon Laboratories — medical store franchise network, 7 states

Website Build

- Built the site with Claude for a ₹10L, zero-royalty FOFO pharmacy franchise model.

Performance Marketing & SEO/GEO

- Generated **1,000+ quality leads** in 2–3 months.

AI Video Creative

- Produced AI-generated video ads (Veo3, ChatGPT, Higgsfield.ai) to explain the franchise offer without a traditional shoot.

PrintYouth — POD design marketplace, 170,000+ designs

Ecommerce Website Build

- Built the functional ecommerce store using Claude.

Performance Marketing

- Ran Facebook Ads generating **₹20L+ in combined sales** — ₹6,50,000+ domestic India + ₹16L+ international via Etsy.
- Achieved **ROAS of 3.2x–5.1x** on best-performing campaigns.

Indian Nex Energy · MX100 BioEnergy · IBFC — biofuel & EV dealership networks (Tamil Nadu, PAN-India, Bihar)

Website, Creative & Performance — repeated across three regions

- Built each brand's website with Claude and produced AI-generated video ad creative for dealership recruitment campaigns.
- Ran performance campaigns generating **thousands of leads/month** across all three networks, at minimum CPC.

KEY ACHIEVEMENTS

- Built and shipped **six full brand websites** solo using Claude — from dealership funnels to a functional ecommerce store.
- Successfully managed multiple ad accounts simultaneously across biofuel, franchise, and ecommerce industries.
- Delivered **₹20L+** in combined ecommerce sales for a single client across domestic and international markets.
- Pioneered AI-only creative production — script-to-screen video ads with no shoot, no editor.
- Generated consistent leads for high-ticket & dealership-based businesses across five Indian states.
- Full proof of every achievement above at **omrajswatantra.com**

TECHNICAL SKILLS

Strategy & Copy

Claude (Anthropic's AI assistant), ChatGPT, Google Gemini

Ad Intelligence & Creative Testing

MagicBrief, AdCreative.ai — used to benchmark competitor creative and pre-test ad angles before spend

AI Video & Creative

Veo3, HeyGen, Higgsfield.ai, Nano Banana, Adobe Firefly

Performance & Analytics

Meta Ads, Google Ads, GA4, Google Search Console

Design & Build

WordPress, Adobe Photoshop, Adobe Premiere Pro

EDUCATION

Bachelor of Computer Applications (BCA)

2020 – 2023

Every number in this resume has a screenshot behind it — see the proof at **omrajswatantra.com**