

Pratham Pandey

Growth Marketer

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EXPERIENCE

- **Patliputra Motors Pvt. Ltd.** Patna
Senior Marketing Executive Oct 2025 – Present
 - Managed performance marketing campaigns for JCB, Ashok Leyland, and VinFast, generating **2800+ qualified digital leads in 9 months** through Meta Ads while reducing CPL by **10%**
 - Optimized audience targeting and campaign creatives, improving ROAS by **30%** and CTR by **40%**
 - Planned and executed offline marketing activities, promotional events, and customer engagement initiatives for brand visibility and lead generation.
 - Handled vendor management and campaign coordination for branding, marketing materials, and execution.
 - Improved website UI/UX and implemented WhatsApp API re-targeting workflows to enhance lead conversion and follow-ups.
 - Utilized Zoho CRM for lead tracking, customer relationship management, and sales funnel monitoring.
- **What's New in Patna** Patna
Social Media Strategist May 2024 – Aug 2025
 - Drove **380%+** Instagram growth for What's New in Patna Instagram Channel (**5K → 24K**) using viral hooks, local storytelling, and data-led content planning.
- **TCS (Tata Consultancy Services)** Varanasi
Client Service Executive Mar 2023 – Jun 2023
 - Managed end-to-end daily operations for **1,100+ applicants**, ensuring smooth passport delivery.

EDUCATION

- **Patna University** Patna, Bihar
Master of Commerce 2021 – 2023
- **Patna University** Patna, Bihar
Bachelor of Commerce 2018 – 2021

FREELANCING PROJECTS

- **Explore with Mitali:** Executed complete SEO strategy (On-page, Off-page & Technical) for Explore with Mitali, improving search visibility and organic discoverability.
- **CricketHub Shop:** Built the CricketHubShop e-commerce website using WordPress (WooCommerce), including product setup and full payment gateway integration
- **Social Media Marketing:** Handled digital marketing and content strategy for Raj Pet Shop, GG Textiles, Shree Hari Bartan Bandhan, and Beardo Patna, focusing on brand growth, lead generation, and audience engagement.
- **Hilo MDC (Bahrain):** Performed website audit, optimized Google Business Profile (ranked from 12th page to 1st), improved SEO via SEMrush, recommended blog strategy, and scraped targeted data for lead generation.
- **EKYAM SOLUTIONS (Bihar Election):** Served as a Social Media Manager – Personal Branding, managing content strategy, audience engagement, and online presence for a public-facing individual. Focused on brand consistency, digital visibility, and reputation management across social platforms.

SKILLS SUMMARY

- **Performance Marketing:** Meta Ads Management, Google Ads, Lead Generation, Campaign Performance Tracking, Conversion Optimization, Retargeting
- **Digital Marketing:** Social Media Strategy, SEO (On-page, Off-page & Technical), Influencer Marketing, Content Marketing, Online Advertising, WhatsApp Broadcasting
- **Brand & Marketing Communication:** Brand Strategy, Marketing Communication, Content Strategy, Creative Communication, Promotional Campaign Planning
- **Market Research & Strategy:** Consumer Insights, Competitor Analysis, Audience Segmentation, Google Trends, Market Research
- **Offline Marketing:** Outdoor Advertising, Event Marketing, Vendor Management, Offline Promotions, Brand Activations
- **Technical & Optimization:** UI/UX Refactoring, Website Optimization, Landing Page Optimization, Conversion Optimization, GA4 (Google Analytics 4), Meta Pixel Setup & Event Tracking, Workflow Automation
- **Creative:** Video Production, Canva, CapCut, Content Creation, Copywriting
- **AI & Automation:** ChatGPT, Gemini, Claude, Grok, AiSensy, WhatsApp Automation

TOOLS

- **Marketing Platforms:** Meta Ads Manager, Meta Business Suite, Google Ads, Zoho CRM
- **Automation & Communication:** AiSensy, WhatsApp Flow, Sinch
- **SEO & Web:** SEMrush, WordPress
- **Creative Tools:** Canva, CapCut
- **Productivity:** Microsoft Office Suite