

Pranav Kumar

LinkedIn: <https://www.linkedin.com/in/pranav-digitalmarketing/>

Email: kumarpranav115@gmail.com

Mobile: +91-6202504085



SKILLS SUMMARY

Tools/Platforms: SEO, SEM, Meta Ads, Google Ads, Google Analytics (GA4), Lead Generation, Customer Lifecycle Management, Email Marketing, Marketing Automation, WhatsApp Marketing, WordPress, CRM, Canva, n8n, Pabbly, Zapier, OpenClaw, AI-Assisted Development, MCP, AI Agent Integration, Tool Integration, Workflow Automation

Power Skills: Data-Driven Decision Making, Analytical Thinking, Campaign Optimization, Strategic Planning, Cross-Functional Collaboration, Time Management, Attention to Detail

WORK EXPERIENCE

Digital Marketing Intern - *Talking Crooks IT Pvt. Ltd. (Kanpur)* Jul 2025 – Aug 2025

- Executed 350+ personalized digital outreach attempts across Instagram, WhatsApp, Email, and LinkedIn while tracking prospects and responses
- Managed a real estate brand, developing its brand identity, digital communication, and marketing strategy
- Conducted market research and competitor analysis to identify target audiences, positioning opportunities, and marketing strategies
- Skills Learned:** Digital Marketing, Brand Management, Market Research, Competitor Analysis, Customer Engagement, Lead Generation

Digital Marketing Executive - *Resonance Institute, Samastipur (Bihar)* Oct 2023 – April 2024

- Directed social media campaigns, and paid advertising to support student admissions and institutional branding
- Optimized **Meta Ads and remarketing campaigns** to improve student engagement and admission conversions
- Aligned **campaign creatives** through cross-functional coordination with content and design teams
- Skills Learned:** Paid Ads (Meta), campaign optimization, lead tracking, content coordination, performance analysis

Social Media Manager - *IBR Construction Pvt. Ltd. | Mumbai* Feb 2023 - Aug 2023

- Developed the social media strategy, content planning, and publishing across digital platforms
- Produced campaign creatives that increased engagement and generated project inquiries
- Maintained brand consistency while coordinating with sales and project teams
- Skills Learned:** Paid Ads (Meta), GA4 reporting, campaign optimization, lead tracking, content coordination, performance analysis

Freelance Digital Marketing & Creative Associate Aug 2021 – Jul 2025

- Delivered **integrated marketing, creative, and website solutions** for 25+ brands across diverse industries
- Generated 1,000+ qualified leads through structured digital campaigns and landing page optimization
- Built and maintained WordPress websites and landing pages aligned with SEO and conversion best practices
- Skills Learned:** Digital campaign execution, lead generation, SEO implementation, paid ads management, WordPress website development, landing page optimization, performance reporting

PROJECTS/ LIVE PROJECTS

AI-Assisted ERP Software for Cafe Business ([Brevary.in](https://brevary.in)) Jun 2026

- Engineered a customized **ERP solution** for a cafe, including **POS, inventory, billing, CRM, accounting, and reporting** modules
- Leveraged **AI-assisted development** to translate client requirements into a production-ready web application with minimal manual coding
- Implemented workflow automation and role-based features, improving operational efficiency and business management
- Skills Learned:** ERP Development, POS Systems, Inventory Management, CRM, AI-Assisted Development, Business Process Automation

SEO Automation Agent - (For Astrology Website) Apr 2026

- Architected an SEO automation workflow using n8n and AI tools for end-to-end content publishing
- Integrated SERP analysis, keyword research, and WordPress API into a single workflow
- Achieved a **95% reduction in article production time**, from 5–6 hours to under 5 minutes
- Skills Learned:** SEO Automation and Workflow Design, SERP Analysis and Competitor Research, Content Structuring and Keyword Optimization, Marketing Automation and Publishing Systems, API Integration and, WordPress Automation

College Management Software May 2026

- Built an AI-assisted ERP system where admissions, attendance, fees, and reporting
- Configured role-based access and multi-branch management across 3 campuses
- Digitized **administrative processes** including fee receipts, student ID generation, and email notifications

- **Skills Learned:** Requirement Gathering & Analysis, Business Process Digitization, Workflow Design, AI-Assisted Software Development, Product Thinking, User Acceptance Testing (UAT), Stakeholder Management

Winkrank – Digital Marketing & Web Development Agency (<https://winkrank.com>) Jan 2026

- Founded and managed a digital marketing agency, delivering SEO, WordPress development, branding, and marketing automation services
- Designed **lead-generation funnels and conversion workflows** to support client acquisition and business growth
- **Skills Learned:** Client Acquisition & Service Delivery, SEO Implementation & Keyword Optimization, Lead Generation Funnel Design, Marketing Automation & Workflow Setup, CRM & Lead Management, Website Development (WordPress)

AI-Built Full Stack E-book Store – Live & Running (<https://littheory.free.nf>) Mar 2025

- Conceptualized and deployed a fully functional AI-assisted e-commerce platform, delivering a live production website without prior software development experience
- Implemented core e-commerce functionality, including product management, user interface, and deployment using AI-powered development tools
- Leveraged AI as a development co-pilot to independently deliver a production-ready digital product from concept to launch
- **Skills Learned:** AI-assisted product development, full-stack deployment, no-code/AI-code tools, e-commerce website setup, problem-solving with AI, independent project execution

HRMS Software Development for Real Estate | LPU Dec 2025

- Structured **HR workflows and role-based dashboards** supporting employee management and operational processes
- Defined **UI structures and workflow specifications** with emphasis on usability and operational efficiency
- Mapped **system workflows to organizational requirements** to support business process improvement
- **Skills Learned:** Product workflow planning, UI/UX thinking, HR process understanding, dashboard structuring, cross-team coordination

Parampara Ethnic Wear – “Unbrand to Brand” | LPU Oct 2025

- Positioned the brand identity, product positioning, and digital promotions for Kurtas and ethnic's wear
- Achieved **₹18,000 revenue** during initial campaign phase
- Established digital foundation for future scaling
- **Skills Learned:** Brand positioning, product marketing, campaign execution, revenue-focused promotion, customer targeting

CERTIFICATIONS/ CERTIFICATES

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| • Google Ads Mastery Course Ingenious Academy | Apr 2026 |
| • AI Fluency: Framework & Foundations Anthropic | Mar 2026 |
| • Advanced Content and Social Tactics to Optimize SEO University of California,Davis (Coursera) | Jan 2026 |
| • Digital Marketing Analytics University of Illinois Urbana Champaign (Coursera) | Oct 2025 |
| • Influencer Marketing from a Brand Perspective UpGrad | Nov 2023 |
| • Digital Marketing Certification Digital Scholar, Chennai | Nov 2022 |

ACHIEVEMENTS

- Secured **1,000+ qualified leads** across education, real estate, retail, and service-based businesses through paid ads, SEO, and landing page optimization | Freelance Digital Marketing Feb 2023–Sept 2025
- Successfully delivered **360° branding, website, and marketing support** for **30+ brands** across multiple industries | Freelance & Client Projects Jul 2022–Present
- Produced **1,000+ marketing creatives** using Canva for ads, social media, and brand communication | Freelance & Client Projects Sept 2021–Jan 2025

EDUCATION

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| • Lovely Professional University
Master of Business Administration – Digital Marketing and HR (7.73 CGPA) | Phagwara, Punjab
Aug 2025- Present |
| • B. R. B. College, Samastipur (LNM University, Darbhanga)
Bachelor of Arts – English (hons.) (64%) | Samastipur, Bihar
Aug 2022- Jul 2025 |