

Pragati Pradhan

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Profile

Growth & Performance Marketing specialist with 4+ years of experience driving pipeline growth through SEO, paid acquisition (Google, Meta, LinkedIn), AI-assisted content workflows, CRO, and analytics. Skilled in scaling inbound funnels for B2B/SaaS through a blend of campaign optimization, search visibility, and attribution-driven decision making. Strong foundation in web development enabling faster experimentation, landing page optimization, and technical SEO. Proven ability to reduce CAC, improve conversion rates, and accelerate marketing execution using AI and automation.

WORK EXPERIENCE

VeUp Technology Pvt. Ltd.

Digital Marketing & Web Developer Specialist

Dec-2024

- Managed Google, Meta & LinkedIn campaigns for B2B lead generation, contributing to pipeline growth across mid-funnel and bottom-funnel.
- Built and optimized landing pages improving CVR and reducing drop-offs for paid & organic channels.
- Executed SEO initiatives (technical fixes, content optimization, keyword targeting) improving search visibility and inbound quality.
- Deployed GA4, GTM & attribution tracking for form submissions, CTAs & funnel events enabling performance-based reporting.
- Leveraged AI tools (ChatGPT, Notion AI) to streamline content briefs, ad copy & reporting workflows, reducing turnaround time by **40–50%**.
- Collaborated with sales to align messaging, ICP targeting, and funnel conversion stages.

Ofcr LLP

Frontend Developer Intern

Apr-24 - Nov-2024

- Developed responsive React.js web applications including dashboards and OTP-based login systems. Implemented UI designs from Figma into functional, high-performance interfaces.

MedTel Healthcare

Digital Marketing Specialist

Jan-2023 - Jan-2024

- Launched paid acquisition campaigns that increased demo requests & inbound signups for B2B healthcare SaaS.
- Contributed to organic growth by executing SEO and analytics improvements resulting in a **15% increase in organic traffic**.
- Improved content flow and landing page UX to support bottom-funnel conversion.
- Acquired a **government lead via Meta Ads**

Arizton Advisory & Intelligence

Digital Marketing Executive

Aug-2021 - Dec-2022

- Managed social media and paid ads, increasing lead generation by 20%.
- Led campaigns that boosted brand visibility and conversion rates.
- Integrated SEO strategies using SEMrush and Google Analytics, increasing organic traffic by 15%.

Vedantu

Student Account Manager

Feb-2020 - Jul-2021

- Handled client onboarding, retention, and support to ensure a seamless user experience.
- Gained hands-on experience with CRM tools and data, building a foundation for digital strategy.

EDUCATION

Shree Devi Institute of Information Technology

BCA

April-2016 - March-2019

SKILLS

Growth and Marketing

Paid Acquisition ,Google Ads , Meta Ads , LinkedIn Ads , Lead Generation , Funnel Optimization , CPL/CPA Optimization

SEO and Organic Growth

Technical SEO ,On-page SEO ,Keyword Strategy, Content Briefs ,Internal Linking, SERP Analysis, SEO Tools (SEMrush, Ahrefs, Surfer SEO)

Analytics and CRO

GA4 , GTM ,Conversion Tracking ,A/B Testing ,Heatmaps, CRM (HubSpot, Zoho), Reporting ,Funnel Metrics

AI and Automation

ChatGPT ,Notion AI , Jasper , Surfer SEO , Zapier , AI Content Workflows , Clustering ,Brief Generation · Automated Reporting

Web Development

React.js , HTML/CSS/JS , WordPress , Landing Pages , Technical SEO , Page Speed Optimization ,API Integrations

CERTIFICATE

Front-End Development with React JS

High-Impact Digital Advertising Campaign

UI UX Basics

PROJECTS

AI Content & Marketing Automation

Built automation using ChatGPT, Notion AI, Surfer SEO and Zapier to generate briefs, keyword clusters and social assets. Reduced manual content production effort by 50% and accelerated SEO publishing throughput.

Landing Page & CRO Optimization

Built and optimized landing pages using React and WordPress for paid and organic traffic. Improved conversion rates through page speed, UX and copy iteration.

AWARD

Employee of the Month Medtel Healthcare Pvt Ltd

LANGUAGE

English

Hindi