

PRAFULL AGARWAL

Founder's Office

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Summary

Strategic and results-oriented professional with expertise in Founder's Office operations and Lead Generation. Skilled in business strategy, market research, GTM execution, partnership development, and optimizing lead generation efforts through Google Ads and SEO. Proven ability to drive organizational growth and efficiency by leveraging both paid and organic marketing strategies to capture high-quality leads. Adept at identifying high-value opportunities, optimizing outreach strategies, and scaling lead generation efforts through data-driven decision-making and stakeholder collaboration, ensuring a strong ROI and sustainable business growth.

Education

Rajiv Gandhi Prodyogiki Vishwavidyalaya
Bachelor of Engineering

Bhopal
08/2006 - 06/2010

Skills

GTM • Google Ads • SEO • Meta Ads • Competitor Analysis • Canva • Apollo.IO • Google Analytics • GTM • JIRA • Lead Generation • Market Research • Sales Enablement • Product Marketing • Product Roadmaps • Product Strategy • Email Marketing • Cold Calling • Stakeholder Engagement

Experience

VerosAI

Pune, Maharashtra, India

Product Marketing Manager

01/2024 - 01/2025

A B2B SAAS Company that works in SAP Migration

- Generated Lead using Google Ads and manage complete sales funnel including product demo and client meetings.
- Set up a complete staff augmentation process.
- Conducted in-depth market research and competitor analysis to identify trends, customer pain points, and opportunities for differentiation, guiding product positioning.
- Developed clear, compelling product messaging that resonates with target audiences, ensuring a strong value proposition and differentiation in the market.
- Website designing including on-page and off-page SEO.

UrbanCounsellor (Acquired By US Based Investor)

Pune, Maharashtra, India

Co-Founder

01/2023 - 02/2024

A B2C SAAS Platform dedicated for Mental Health.

- **Strategic Growth & Business Expansion** - Strategise complete journey from Idea to implementation with very limited funds.
- **Lead Generation & Business Development** - Run internships programs & internships for psychology students, generated revenue of 2.5 Lakh. Set up and run Meta ads & Google Ads successfully.
- **Operational Excellence** - Set up complete operations with the help of 3 interns, Hired 10+ psychologists. Successfully completed 500+ Online + Offline Sessions.
- **Market Research & Competitive Analysis** - Analysed complete market and create value proposition of affordable mental health platform with local languages which is missing from market.

Naukrify Hiring Solutions

Pune, Maharashtra, India

Co-Founder

06/2022 - 01/2023

A B2B SAAS Campus Recruitment Platform

- **Market Research & Competitive Analysis:** Conducted extensive research on hiring trends, workforce demands, and competitor strategies to identify key talent acquisition opportunities. Provided data-driven insights to optimize recruitment processes and improve employer branding.
- **Strategic Growth & Business Expansion:** Assisted in shaping **Go-to-Market (GTM) strategies** for expanding recruitment services. Identified high-potential industries and candidate pools to drive business growth and improve client retention.
- **Lead Generation & Business Development:** Identified potential clients and organizations needing recruitment solutions. Developed outreach programs and partnerships to enhance business development efforts and expand Naukrify's market presence.
- **Sales & Marketing Strategy:** Created targeted marketing campaigns to attract both job seekers and employers. Developed pitch decks, employer branding strategies, and recruitment proposals to position Naukrify as a preferred hiring partner.

Experience

Various IT Companies (Persistent, Trigent Software, DemandFarm etc.)

Pune, Maharashtra, India

Senior Human Resources Manager

04/2012 - 06/2022

Worked as an HR For Various Fortune 500 Companies.

- Developed and implemented effective recruitment strategies to attract top talent and streamline hiring processes.
- Designed and executed initiatives to enhance employee satisfaction, retention, and performance within the organization.
- Facilitated training programs and workshops to promote employee growth and skill development, aligning with organizational goals.
- Contributed to the creation and refinement of HR policies and procedures to ensure compliance with labor laws.
- Utilized HR analytics to inform strategic decisions and improve workforce planning and management.
- Worked closely with various departments to address HR needs and promote effective communication.

FREELANCING EXPERIENCE

Gods Cleaning Crew

Remote

Growth Expert

10/2024 - Present

BioHazard Cleaning Company

- Increased revenue by 50% with optimisation in Google Ads.
- Designed and implementing GTM for new launching app with a target of revenue generation of 100k per month.
- With On-Page and Off-page SEO achieved rank 1 in google in 4-5 keywords.

FitFlexPhysio

Pune

Lead Generation Expert

07/2024 - 10/2024

Physiotherapy Service at home

- Competitor and market research
- Run Google Ads manage budget of 1 lakh per month.
- Designed On Page + Off-page SEO
- Setup complete operations and process for efficient business management