

PRABAL JAAT

DIGITAL MARKETING & CONSUMER OPERATIONS



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Rajendra Nagar, Indore

PROFESSIONAL SUMMARY

Dynamic Digital Marketing & Consumer Operations Specialist with over 4 years of experience driving growth for MNCs and startups. Expert in executing full-funnel performance marketing campaigns across Meta and Google, achieving up to 2.5X conversion rates. Highly proficient in consumer journey mapping, CRM automation, and data analytics using Looker Studio and Google Analytics. Proven track record of leveraging AI-driven automation and high-quality video production to enhance brand engagement and streamline consumer touchpoints.

CORE COMPETENCIES

Category

Performance Marketing

Skills & Tools

Google Ads, Meta Business Manager, Programmatic & SEM

Consumer Operations

CRM Management, WhatsApp Marketing, Omni-channel Support Ecosystem

Strategy & Analytics

Consumer Journey Mapping, Google Analytics, Looker Studio, Competitive Analysis

Creative Execution

Video Production & Editing, Digital Graphics (Canva/Illustrator), UI/UX Design

Advanced Tech

AI & Automation Development, Cybersecurity Audits, Lead Nurturing Funnels

PROFESSIONAL EXPERIENCE

Digital Marketing Specialist

SRJ SOLUTION LLC (DU CHANNEL PARTNER)

MAY 2023 – PRESENT | DUBAI-INDORE

- Performance Marketing:** Managed and optimized high-budget Meta Ads campaigns for Du Telecom, generating 1.25 Lakh+ high-quality leads and achieving 2.5X conversion rates.
- Regulatory Compliance:** Secured official TDRA and DU Telecom commercial approval, navigating complex UAE advertising laws and copyright management.
- Operations & Security:** Conducted regular cybersecurity audits on marketing platforms and implemented automated lead-nurturing funnels to maximize ROI.
- Creative & Alignment:** Designed high-engagement ad creatives and collaborated with cross-functional teams to align digital strategy with core business objectives.

Digital Marketing & Branding Associate

YK RETAIL PVT LTD (YATRIKART)

AUG 2022 – APR 2023 | INDORE

- Brand Growth:** Spearheaded digital campaigns achieving 100K+ reach/impressions within 7 days for a new brand launch.
- Strategic Initiatives:** Collaborated with the CEO to design and launch new retail products, including the 3D development of the flagship YK Kiosk Kart.
- Channel Expansion:** Orchestrated the onboarding of 5+ franchise partners through strategic social media and digital marketing tactics.
- Consumer Insight:** Analyzed social media performance metrics to optimize campaigns, ensuring maximum engagement and mission alignment.

EDUCATION & CERTIFICATIONS

- Bachelor's of Computer Applications (Digital Marketing & AI) | MCU, Bhopal (Grade A+)
- Diploma of Computer Applications (Modern Graphics & Cyber Security) | MCU, Bhopal (Grade A+)

CERTIFICATIONS

- Facebook Ads & Admin Security
- White Hat Hacker & Pen Tester
- Data Science with Python

KEY PROJECTS (TAILORED FOR VIVO)

Roxone Marketing AI:

Developed an advanced Marketing LLM model using Google AI Studio to solve complex advertising tasks and target audiences via Map Box technology.

Google Ethical Hacking (Freelance):

Identified and mitigated root-directory security vulnerabilities within the Android ecosystem, ensuring the protection of millions of users.

LANGUAGE & LINKS

- HINDI
- ENGLISH
- [/behance.net/rockyjaat1](#)
- [/roxone.tech](#)
- [/prabal47](#)
- [linkedin.com/in/prabaljaat/](#)
- [/medium.com/@rockyjaat111](#)