

Prajjwol Bhattarai

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SUMMARY

I specialize in **marketing automation, performance marketing**, conversion rate optimization (**CRO**), **ROI optimization, PPC** campaign management, **attribution modeling**, and data-driven decision-making. With over **14 years of expertise** spanning **digital marketing, automation, SaaS, and data analytics**, I have a **proven track record** of **optimizing acquisition channels, managing high-budget campaigns**, and **developing AI-driven marketing workflows** that **streamline operations and drive measurable impact**.

KEY SKILLS & ACHIEVEMENTS

- **Built an AI-powered reverse recruiting automation system**, analyzing **150,000+ job descriptions**, ranking jobs using a custom job value score, and developing an automation system, generating **unlimited ad creatives**, completed **within a month**.
- **Scaled an e-commerce business by 16X MRR** in just **14 months**, making it **the country's largest cake shop** in both physical sales and e-commerce.
- **Managed €100K+ monthly ad budgets**, optimizing **Google Ads, Meta, and performance marketing strategies**.
- **Developed a decentralized SaaS product, saving \$6M+ for clients**, which led to the **company's acquisition**. • **Successfully led 100+ C-level sales calls per day** across **Europe**, building high-value partnerships and driving business growth.
- **Automated marketing & content creation workflows**, leveraging **Google Sheets, Adobe, Canva API, Make (Integromat), GPT Playground, and Zoho Social**.
- **Directed and produced one of Nepal's most-viewed comedy TV shows**, acted in films, and **directed commercials**.
- **Hosted podcasts on digital growth, marketing automation, and business development**.

WORK EXPERIENCE

07/2024 – 09/2024 Berlin, Germany

GROWTH AND OPERATIONS MANAGER TRIBE GROWTH GMBH

- **Built an AI-powered reverse recruiting automation system**, analyzing **150,000+ job descriptions**, ranking jobs, and developing an automation system, generating **unlimited ad creatives**.
- **Led the launch of 5 different projects** within the platform **TechManager.io**.
- **Developed systems and automation** to enhance **hiring, publishing, research, advertising, and governance motions**.
- **Supported deep tech experts** in developing **open-source projects** and expanding their impact.

Business or Sector DeepTech Recruitment

| Department Marketing and Growth |

10/2023 – 06/2024 Allen, Texas, United States

SENIOR PERFORMANCE MARKETING SPECIALIST RECRUNOVA LLC

- **Single-handedly created the entire company website**, including **designing, coding, images, functionality, and content**, for **zero expense** in less than a month.
- **Generated website traffic reaching 50,000 unique monthly visitors**, through **strategic content marketing and SEO optimization**.
- **Developed and implemented an SEO-driven content strategy**, increasing **organic inbound leads by 50+ per month** and improving lead quality.
- **Launched a successful article series** with **1,000+ views per article**, boosting brand visibility

Business or Sector Recruitment and Human Resource

| Department Marketing and Sales |

07/2021 – 02/2023 Kathmandu, Nepal

DIGITAL & PERFORMANCE MARKETING MANAGER POCKET STUDIO

- **Changed to a decentralized SaaS product from a cloud-based SaaS, saving \$6M+ for clients**, which led to the **product's acquisition**.
- **Optimized €100K+ monthly ad spend**, improving **ROAS by 30%** and reducing **CPA by 15%**, saving €50,000 annually.
- **Revamped website UX, reducing bounce rate by 40%** and increasing average **session duration by 30%**.
- **Implemented email marketing automation**, increasing **open rates by 25%** and **CTR by 20%**, generating **100 new leads per month**.

Business or Sector SaaS and Advertising

| Department Marketing

06/2019 - 11/2020 Kathmandu, Nepal

HOD DIGITAL CONSULTATION 88 COLLECTIVE

- Managed high-budget **digital campaigns (€100K+ monthly)** across **Google Ads, Meta, and programmatic advertising**.
- Designed content strategies**, increasing **organic traffic by 50%**, reaching **150,000 visitors per month**.
- Implemented SEO best practices**, improving **keyword rankings by 20%** and reaching **500,000 monthly impressions**.

Business or Sector Marketing and Advertising Agency | **Department** Marketing |

08/2018 – 06/2019 Kathmandu, Nepal

ASSISTANT MARKETING MANAGER VMAG

- Produced and directed one of Nepal's most-viewed comedy TV shows**, breaking **viewership records**.
- Directed multi-channel marketing campaigns**, increasing **brand awareness and engagement by 25%**.
- Implemented CRM systems**, improving **lead management** and **increasing sales tracking by 20%**, resulting in **\$100,000 additional revenue annually**.

Business or Sector Arts, entertainment and recreation | **Department** Marketing |

04/2017 - 05/2018 Kathmandu, Nepal

BUSINESS DEVELOPMENT MANAGER URBAN GIRL

- Scaled an e-commerce business by 16X MRR** within **14 months**, making it **the largest cake shop** in both **physical and e-commerce sales**.
- Developed strategic partnerships**, increasing **distribution channels by 50%**, adding **\$600,000+ in sales revenue annually**.
- Launched new product lines**, growing **market share by 200%** and generating **\$900,000+ in sales**.

Business or Sector Accommodation and food service activities | **Department** Business Development |

EVENT ONBOARDING MANAGER EBCG 02/2016 - 04/2017 Bratislava, Slovakia

ASSISTANT PROGRAM COORDINATOR NEPAL SHARE 04/2015 - 10/2015 Nepal

MARKETING EXECUTIVE RASUNA ENGINEERING AND CONSTRUCTION 03/2010 - 04/2015 Kathmandu, Nepal

EDUCATION AND TRAINING

2014 - 2018 Kathmandu, Nepal

BACHELOR'S DEGREE, DEVELOPMENT STUDIES Kathmandu University

Thesis: Status of Socioeconomic Condition of People Living in Jomsom by the Beni-Lo Manthang Road Construction

SKILLS & TOOLS

Data & Analytics

Data Science | Data Analytics | Data Visualization | Google Analytics | Zoho Analytics | Tableau | Power BI | A/B Testing | Multivariate Testing | Google Tag Manager

Performance Marketing & Advertising

Google Ads | Meta Ads (Facebook & Instagram) | LinkedIn Ads | Programmatic Advertising | Google Search | Microsoft Ads | Growth Marketing | Performance Marketing | Conversion Rate Optimization (CRO) | Customer Acquisition Cost (CAC) Optimization | GTM Strategy | Landing Page Optimization

Marketing Automation & CRM

Marketing Automation | Email Marketing | HubSpot | Zoho CRM | Salesforce | Airtable | Dynamics CRM | ZoHo Social | Make (Integromat)

Business & Productivity Tools

Microsoft Excel | Microsoft Office | Customer-Focused Selling | Google Workspace

Creative & Content Marketing

Content Planning | Social Media Marketing | SEO | Adobe Photoshop | Illustrator | Premiere Pro | Adobe Collection | Canva | Figma | Graphic Designing

CERTIFICATION(S)

Google Digital Marketing & E-commerce Specialization

Digital Advertising by HubSpot Academy

Email Marketing by HubSpot Academy

Digital Marketing by HubSpot Academy

Make Foundation