



Prajwol Bhattarai (Prajj)

Marketing Specialist | Driving Growth & Performance

Marketing automation & performance marketing expert with 14+ years of experience leading growth across fintech, e-commerce, and recruitment. I specialize in customer-focused marketing workflows and data analytics. Managed €100K+ ad spends, dropped CPL by 70%, launched market-disrupting platforms, and scaled businesses from scratch.

Achievements

- Built an automated UTM protocol tool that filters and sorts all URLs and tallies them with leads without UTM attributes.
- Managed €100K+ ad budget and dropped CPL up to 70% & CAC to ~50%.
- Implemented CAPI and pixel and used custom webhooks to manage them. Built client success pipelines and executed B2B onboarding campaigns.
- Built a job-ranking automation analyzing 150K+ JDs and generating infinite ad creatives.
- Transformed cloud-based SaaS to decentralized, saving \$6M+, enabling acquisition.
- Scaled e-commerce 16X MRR in 14 months.

Experiences

Senior Growth Manager — NAO Co-investment GmbH, Berlin (06/2025 – current)

- Responsible for performance marketing and built an automated UTM protocol tool that filters and sorts all URLs and tallies them with leads without UTM attributes, giving proper information about the source of the lead.

Parental break (10/2024–05/2025)

Growth & Operations Manager — Tribe Growth GmbH, Berlin (07/2024 – 09/2024)

- Built a reverse recruiting system, launched 5 GTM products.

Sr. Marketing Specialist — Recrunova LLC, Texas (Remote) (10/2023 – 06/2024)

- Built entire website from scratch, drove 50K+ monthly visitors, and generated 50+ monthly leads organically.

Performance Marketing Manager — Pocket Studio, Nepal (07/2021 – 02/2023)

- Organized over 12 different conferences and events for C-level executives, saved \$6M+ and optimized €100K+ monthly ad budget.

HoD, Consultation — 88 Collective, Nepal (06/2019 – 11/2020)

- Organized stalls for over 70 expos in India and Nepal, managed €100K+ in paid ads, and improved visibility through SEO.

Assistant Marketing Manager — VMAG, Nepal (08/2018 – 06/2019)

- Directed and produced Nepal's most-watched comedy show, boosting brand awareness significantly.

Business Development Manager — Urban Girl, Nepal (04/2017 – 05/2018)

- Scaled e-commerce sales by 16X, added \$600K+ annual revenue through distribution expansion, implemented CRM marketing system.

Event Onboarding Manager — EBCG, Slovakia (02/2016 – 04/2017)

- Closed conference and event partnerships with C-level executives across Europe and US, enhancing onboarding success.

Assistant Program Coordinator — Nepal Share, Nepal (04/2015 – 10/2015)

- Led the reconstruction of houses in Remote Nepal after 2015 earthquake

Marketing Executive — Rasuna Engineering, Nepal (03/2010 – 04/2015)

- Delivered successful BTL marketing campaigns and assisted in closing five large infrastructure contracts.

Full resume, references, and portfolio:
<http://prajwolbhattarai.com.np>

Contacts

prajwolbhattarai@gmail.com
+4917629858945
14169, Berlin, Germany
[linkedin.com/in/prajwolbhattarai](https://www.linkedin.com/in/prajwolbhattarai)
portfolio
prajwolbhattarai.com.np

Education

Bachelor's Degree
Development Studies
Kathmandu University (KU), Nepal
2014 – 2018

Tools and Languages

- Performance Marketing: Google Ads, Meta, LinkedIn Ads, Programmatic, CAC optimization, ROAS-focused strategy.
- Marketing Automation: Make (Integromat), HubSpot, Zoho CRM, webhooks, and automated workflows for scale.
- AI-Powered Marketing: Custom AI tools for campaign execution, UTM tracking, scraping, and creative generation.
- Data Analytics & Testing: GA4, Zoho Analytics, Tableau, A/B testing, multivariate analysis.
- Creative & Content Production: Adobe Creative Suite (Photoshop, Illustrator, Premiere Pro), Canva, Figma, media production.
- Languages: English, Hindi, Nepali, Urdu, basic German