



PRAJWAL S BHARADWAJ

## Digital Marketing Specialist ( 3 year experience )

Specialised in Social Media Management | Marketing Strategies | Media Planning | Design

📍 Bengaluru, India

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Dynamic Digital Marketing Specialist with over three years of experience in social media management, strategic marketing, product marketing, and content creation. Adept at driving brand growth, increasing customer engagement, and executing successful marketing campaigns. Proven ability to manage multiple projects across various industries including Luxury, Art, Hospitality, Tech startups, Fashion, and e-commerce.

### WORK EXPERIENCE

#### Digital Marketing Specialist – Artfervour ( Sep 23 – Present )

*Skills showcased: Performance Marketing, Account Management, Content Creation & Curation, Digital Strategy & Execution, Product Development.*

- Managed the website for [RMZ Foundation](#) and optimized on-page SEO.
- Created on-site video content for Jindal Foundation's (JSW) [Hampi Art Labs](#), including artist interviews.
- Collaborated with [NMACC](#) to develop an interactive treasure hunt game for museum exhibitions
- Worked on media plan and execution for the Mumbai's first ever art fair – Art Mumbai.
- Generated monthly social media reports & managed 9+ social media channels ( ArtIndia Mag, Hampi Art Labs, Artfervour...)
- Utilised email marketing tools such as MailChimp and Brevo to achieve 20-25% open rates for a database of 40,000 emails.
- Built an art-related merchandise store using BlinkStore.

#### Marketing Executive – The Leela Palace Bengaluru ( Jun 23 – Sep 23 )

*Skills showcased: Strategic Brand Promotion, Social media management, Media and PR, Event and Campaign Management*

- Coordinated marketing efforts with stakeholders for two significant international bar takeovers. ( Paradiso & Handshake )
- Working closely with the Influencers and Media team for the event promotion.
- Overseeing SM execution for [ZLB23](#) & [The Leela Palace Bengaluru](#) digital channels.

#### DevRel Marketing Executive – Packt Publication ( May 22 – May 23 )

*Skills showcased: Outreach Marketing, Lead Generation, Influencer Marketing, Community Management & Project Management*

- Accomplished three No. 1 best-selling titles on Amazon.
- Proficiently led the tech community management across platforms like Slack, Discord, Github, Reddit, and Twitter ( X ).
- Non-paid ( Barter ) influencer posts generating over 200k impressions.

#### Digital Marketing Associate – Taskmo | Acquired by Quess Corp | ( Dec 20 – Apr 22 )

*Skills showcased: Social media management, Copy Writing, Content Creation & Curation, Graphic & Video Editing, App Marketing*

- Effectively overseen company's digital presence, engaging a community exceeding 35,000 users across multi platforms.
- Edited and produced instructional videos tailored for B2C audiences.
- Generated over 500 content pieces, encompassing images, videos, and occasional ad copies.
- Developed several investor business decks for B2B marketing purposes.

### PERSONAL PROJECTS

#### **Folioscent** – Founder

- Delivered 5000+ comprehensive reviews for authors across platforms like Amazon, Kindle, Goodreads, & blogs. Conducted 20+ insightful author interviews on social media, fostering connections within the literary community.

#### **HustlyJobs** – Founder & Developer

- Created a fully functional B2B freelance marketplace similar to Fiverr using WordPress.
- Managed end-to-end processes including branding, website development, and user experience design.

### FREELANCE

#### **Wellbi** – Digital Marketing Consultant & Shopify Developer

- Grew Instagram followers from 1.5k to 9k within nine months through strategic content and influencer marketing.
- Shoot Planning, catalog creation & digital marketplace management .

#### **FuschiabyRitu** – Shopify Manager

- Managed and built the Shopify website as per CRO content and customer retention optimisation strategies.
- Developed and implemented comprehensive marketing plans to increase brand awareness and sales.

### EDUCATION

#### **BTech in Civil Engineering ( 2017 – 2021 )**

Tjohn Institute of Technology – Visvesvaraya Technological University (VTU)

### CERTIFICATION

- Experiential Marketing
- Digital Deepak Internship Program
- Google Analytics for Beginners