

Pratyush Bhardwaj

Digital Marketing Specialist

+91 6203098360 | bhardwajpratyush69@gmail.com | www.jsrnova.com | @jsr_nova_

PROFESSIONAL SUMMARY

Results-driven Digital Marketing Specialist with 3 years of experience in Social Media Marketing (SMM), Google Ads, Meta Ads, WordPress website management, Canva designing, and Performance Marketing. Proven ability to scale campaigns, increase ROI, build engaging content, and manage end-to-end digital strategies for brands. Skilled in analytics, ad optimization, and building high-converting funnels.

PROFESSIONAL EXPERIENCE

Digital Marketing Specialist

Jan 2022 – Present

Freelance / Various Clients

Remote / Hybrid

- Planned and executed high-performing Google Ads and Meta Ads campaigns for multiple clients across e-commerce, education, and service industries.
- Managed monthly ad budgets ranging from Rs. 20,000 to Rs. 1,50,000, achieving up to **3-5x ROAS**.
- Ran lead-generation campaigns that generated **1500+ qualified leads** with optimized Cost Per Lead (CPL).
- Built and managed business websites on WordPress, including landing pages optimized for conversions.
- Designed professional creatives, reels, and ad banners using Canva to improve client brand visibility.
- Implemented SMM strategies including content calendars, engagement growth, and insights reporting.
- Conducted A/B testing, keyword research, audience segmentation, and remarketing setup.

PROJECTS

JSR Nova (Personal Brand Project) | WordPress, SMM, Analytics, Canva

- Built and managed personal brand website www.jsrnova.com on WordPress.
- Grew Instagram page (@jsr_nova_) with content focused on marketing and business strategies.
- Designed all creative assets using Canva and implemented analytics tracking to monitor growth.

Lead Generation Ads for Education Client | Google Ads, Meta Ads

- Ran Google & Meta ads for an educational institute to increase student enrollment.
- Reduced Cost Per Lead from Rs. 85 to Rs. 42** using optimized targeting and creative iteration.

E-commerce Conversion Campaign | Meta Ads, Catalog Sales

- Managed Meta Ads for a clothing brand focused on sales conversions.
- Achieved **4.2x ROAS** with optimized catalog setups and dynamic ads.

EDUCATION

Radha Govind University

Bachelor of Technology (CGPA: 8.62)

Ramgarh, Jharkhand

2021 – 2025

Shivam Convent

Class 12 (Percentage: 78%)

Jharkhand

SKILLS & TOOLS

Performance Marketing: Google Ads (Search, Display), Meta Ads (Facebook/Instagram), Audience Targeting, Retargeting

Social Media Marketing: Instagram Growth, LinkedIn Strategy, Content Calendars, Community Management

Content & Design: Canva (Graphic Design, Reels), Content Creation, Ad Creatives

Web Development: WordPress Development, Landing Page Optimization, SEO Basics, On-page Optimization

Analytics & Tools: Google Analytics, Meta Business Suite, HubSpot, Campaign Optimization