

PRITAM PAUL

Performance Marketing Manager | Growth Marketing Strategist | AI-Powered Creative Strategist
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PROFESSIONAL SUMMARY

META and Google certified Performance Marketing Manager and AI-Powered Creative Strategist with 4+ years of experience across paid marketing acquisition, SEO, content strategy, and brand creative — spanning a global nonprofit, a multi-client digital marketing agency, and 8+ years of freelance brand building across diverse industries. Drove 40%+ organic traffic growth and up to 25% conversion improvement across 10+ B2C accounts at Solutionever, and built a content engine at Medito Foundation that generated \$25,000 in campaign donations and 101K+ monthly visits. Uniquely positioned at the intersection of performance marketing and generative AI — actively deploying a full AI tool stack including Claude, ChatGPT, HeyGen, Higgsfield, and Zapier to accelerate creative production, automate workflows, and scale campaign output without scaling headcount. Remote-ready with a track record of delivering measurable results independently, across global teams, and from day one.

CORE SKILLS & TOOL STACK

Performance & Growth Marketing: Performance Marketing • Google Ads • Meta Ads Manager • SEO (On-page, Off-page, Local) • A/B Testing & Experimentation • Landing Page Optimization • Funnel Building • CAC Optimization • ROAS Tracking • Retargeting • Google Analytics 4 (GA4) • SEMrush • Screaming Frog • HubSpot • Email Marketing • Market Research

AI Tools & Workflow Automation: Prompt Engineering (Google Certified) • AI Workflow Automation • ChatGPT • Claude • Claude Cowork • Claude Code • Gemini • Perplexity • NotebookLM • MidJourney • HeyGen • Higgsfield • ElevenLabs • Zapier • Buffer • Notion

Creative Design & Production: Canva Pro • Figma • Adobe Express • Adobe Firefly • Ads Creative & Strategy • Social Media Creatives & Carousel Design • Brand Identity Design • Brand Voice • Copywriting • Content Strategy & Marketing • WordPress • Shopify

WORK EXPERIENCE

Digital Marketing Strategist | Solutionever Technologies | Jul 2024 – Present | Kolkata

- Drove 40%+ organic traffic growth across 10+ B2C client websites using SEMrush for keyword research and competitive gap analysis, GA4 for performance tracking, and AI-assisted improvements across on-page & off-page SEO.
- Improved lead generation and conversion rates by up to 25% through A/B-tested landing page copy, HubSpot-tracked campaign attribution, and aligning content strategy with search intent and Google E-E-A-T standards.
- Audited and resolved technical SEO issues — site speed, crawlability, and mobile usability — using Screaming Frog and GA4, reducing bounce rates to a healthy 20–30% range across client accounts.
- Strengthened local search visibility through SEMrush-assisted link building, Google Business Profile optimization, and targeted Local SEO campaigns — improving local pack rankings and generating consistent inbound inquiries for domestic clients.
- Planned and executed Meta Ads campaigns (primary paid channel) and Google Ads (select high-value accounts) — managing end-to-end campaign setup, audience segmentation, creative testing, and retargeting workflows to optimize CAC and improve ROAS across B2C client accounts.
- Evolved client content strategy using Perplexity and NotebookLM for AI-driven research and content planning — incorporating generative engine visibility principles to future-proof client discoverability beyond traditional SEO.
- Integrated generative AI tools — ChatGPT, Gemini, Claude & Claude Cowork, and MidJourney — into content and creative workflows, with Zapier automating campaign handoffs and publishing sequences — enabling faster, higher-quality campaign turnaround across client accounts.

Social Media Manager | Medito Foundation | Jun 2023 – Jun 2024 | Remote

- Managed end-to-end social media strategy and execution across Instagram, Facebook, X (Twitter), LinkedIn, and Discord — using Buffer for cross-platform scheduling and workflow management — for a globally recognized mindfulness and mental health brand.
- Led the World Mental Health Week & Month campaign end-to-end — designing all campaign creatives in Canva, copywriting platform-native content, and coordinating cross-team rollout — generating \$25,000 in donations and the foundation's highest single-campaign engagement on record.
- Drove an all-time high in platform performance tracked via GA4: 101K+ monthly visits and 51K+ unique monthly visitors — with social media contributing 9.11% of total traffic and delivering the highest recorded reach and impressions across all five channels.
- Owned the full content calendar — writing captions, curating brand-aligned visuals using Canva and Adobe Express, coordinating with Design & DE&I teams, and scheduling across all platforms using Buffer.
- Built a scalable content production system using Canva, ChatGPT, and MidJourney — maintaining brand consistency across 5 platforms while reducing time-to-publish by ~30%.
- Collaborated with the DE&I Advisory Board, Design, and Marketing teams to align campaigns with global awareness goals and organizational values.

Business Development Manager | Logic Impex | Oct 2022 – Jun 2023 | Kolkata

- Contributed to 275% revenue growth (₹1.2 crore to ₹4.5 crore) within 6 months by building a structured B2B outreach pipeline via LinkedIn and direct channels (cold-calling & cold-email), onboarding new distributors, and driving repeat client acquisition across the gypsum and construction materials sector.
- Expanded the company's distributor and reseller network by identifying and converting regional B2B accounts for high-volume gypsum boards, gypsum powder, and allied construction materials — entering new markets across domestic supply chains.
- Managed end-to-end invoicing, billing reconciliation, and financial reporting using Advanced MS Excel — building structured trackers and MIS reports that improved billing accuracy and reduced manual errors across high-volume import-export transactions.
- Maintained GST-compliant invoicing, ledger entries, stock records, and vendor billing cycles using TallyPrime — ensuring financial accuracy and audit-readiness across import, supply, and logistics operations.
- Supported supply chain coordination for bulk gypsum and construction material imports — tracking order fulfillment timelines, liaising with logistics partners, and ensuring on-time delivery across the distributor network.

PROJECTS & FREELANCE WORKS

Freelance Marketing & Design Consultant | Self-Employed | Part-time | 2018 – Present

Clients: PSM Travels, DKP Travels, Tibet Home, BAPA Traders, Madhuhari Traders, Rupdipali Traders, Mr. & Mrs. Cuts Salon, Mangrove Forest Camp Resort, Wildart Labs Wildlife Photography Expedition (Sundarban)

- Built end-to-end brand identities for 8+ local businesses across travel, apparel, lifestyle, and eco-tourism — delivering logos, brand voice, business cards, brochures, and social media design systems using Canva and Figma.
- Developed and launched client websites on WordPress, ran Meta Ads campaigns, and created AI-powered promotional video content using Higgsfield — driving bookings, leads, and product sales across diverse verticals.
- Built automated marketing workflows using Zapier — connecting lead capture, scheduling, and email follow-ups into lean, self-running systems clients could operate independently.
- Assisted clients through business establishment — including license documentation, GST registration, and brand collateral — enabling founders to launch legally and professionally from scratch.

Design Masterbook | Digital Product (eBook & Visual Curriculum) | Published

- Independently conceptualized, designed, and published a visual design curriculum for beginner designers — covering typography, layout, color theory, and brand identity — built entirely using Canva Pro and Claude.
- Extended the curriculum into a multi-format learning experience using HeyGen (AI spokesperson video) and ElevenLabs (AI voice narration) — delivering professional tutorial content without a production team or budget.
- Applied full D2C product thinking across content architecture, visual positioning, and launch execution — shipping a commercial digital product independently from concept to distribution.

Trussea | Blockchain-Based Background Verification Platform | Entrepreneurial Venture / M.Tech Thesis | Nov 2021 – Sep 2022

- Identified that manual background verification in India took 23–45 days and conceptualized Trussea — a private blockchain platform using Proof of Authority (PoA) consensus and SHA-256 hashing to reduce TAT to near-instantaneous validation.
- Designed a three-stakeholder trust network (students, employers, institutions) with handshake-based verification, user-controlled privacy, and immutable credential ledgers — eliminating repeated manual checks once a record was verified.
- Developed a self-sustaining monetization model where organizations pay only when background check requests exceed their own verified contributions — lowering the barrier to adoption while ensuring network growth.
- Led the full project lifecycle as Team Lead — from market research and system architecture through prototype development, ER diagram design, and investor pitch preparation.

CERTIFICATIONS & COURSES

- META Digital Marketing Associate Certification** — Meta | Valid through June 2028
- META Social Media Marketing Professional Certificate** — Coursera | 2026
- Google Digital Marketing & E-commerce Professional Certificate** — Coursera | 2026
- Google Prompting Essentials Specialization** — Coursera | 2026
- Google AI Essentials Specialization** — Coursera | 2026
- Google AI Professional Certificate** — Coursera | 2026
- Google Project Management Professional Certificate** — Coursera | 2022

EDUCATION

Master of Technology (M.Tech) — Computer Science & Engineering

Techno India University (TIU) | Jul 2019 – Oct 2021 | Kolkata | CGPA: 8.72/10

Bachelor of Technology (B.Tech) — Computer Science & Engineering

Institute of Engineering & Management | Jul 2014 – Jul 2018 | Kolkata | CGPA: 7.46/10

LANGUAGES

English (Professional) • Bengali (Native) • Hindi (Fluent)