

Aditya Kumar Prasad

Performance Marketing · SEO · Marketing Automation · Full-Stack MERN Development

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PROFILE

Marketer who codes, engineer who sells — a Growth Marketing and MarTech professional running end-to-end **performance marketing, SEO, and marketing automation** across a 5-brand portfolio spanning real estate, biotech, wellness, and D2C e-commerce. Pairs paid-media expertise (Meta Ads, Google Ads) with **full-stack MERN and edge development** to ship the custom CRMs, AI-powered chatbots, and conversion-optimized products the business actually runs on — cutting tooling costs, accelerating lead response, and driving measurable pipeline growth.

EXPERIENCE

Digital Marketing & IT Executive APR 2025 – PRESENT
Technoculture Building Centre Pvt. Ltd. (Vastu Vihar) — Patna, India

- Designed, built, and deployed **VV Field** — a full-stack construction workforce & operations app (React 18, TypeScript, Hono on Cloudflare Pages Functions, Cloudflare D1, Capacitor) — driving **+60% sales uplift** and **+50%** more monthly unit deliveries.
- Own a **₹15L+/month Meta Ads budget** across real-estate campaigns in 10+ cities — scaled **monthly** qualified leads from 5,159 to 8,842 (**+71% YoY**) on ~₹27K less spend, with Reach +46% and Impressions +38%.
- Cut **Cost Per Lead by ~44%** (₹111 → ₹61) through A/B-tested creatives, audience segmentation, retargeting, lead-form optimization, and gradual budget scaling.
- Layered the funnel with **WhatsApp Messaging Ads, Click-to-Call Ads, and Google Ads** plus branch-wise tracking numbers for clean per-location attribution; added influencer/UGC Reels to scale winning creatives.
- Eliminated recurring SaaS costs by replacing Salesforce with a **custom Google Sheets CRM** integrated with telecalling and sales workflows.
- Lifted page-speed and SEO health scores by **30–50%** across 5 brand websites via Core Web Vitals fixes, schema markup, and Google Business Profile tuning.
- Improved first-response efficiency by **~70%** with AI chatbots and cut repetitive workload **~40%** through WhatsApp Business API automations.
- Owned digital, IT, and brand operations for **5 group entities** — Vastu Vihar Biotech, Technoculture Research, ExRNA, Sambodhi Retreat, and SentientX; operated Exotel CRM and managed a SaaS stack (ChatGPT, Claude, Exotel, Acefone) for cost efficiency.

SELECTED PROJECTS

VV Field — Construction Workforce & Ops App APR 2025 – PRESENT
React 18 · TypeScript · Vite · Hono · Cloudflare Pages/D1 · Frappe REST · Capacitor — Solo Project · Full-Stack Developer

- Replaced manual paper-based field reporting end-to-end with a custom Android app for multi-unit township sites.
- Built daily unit-wise manpower tracking, real-time dashboards (labor vs targets), and an integrated HR attendance module.
- Developed a Customer Visit Management module and automated field-to-HQ data flows on a Cloudflare edge backend — live at [vv-field-app.pages.dev](#).

+60% sales uplift

+50% monthly deliveries

18–24 mo handover

ExRNA Agro — Corporate Website 2025
Next.js · TypeScript · Tailwind CSS · Vercel — Solo Project · Full-Stack Developer

- Designed and built the website end-to-end as a solo project — full UI/UX, responsive layout, and SEO-ready structure with Next.js and Tailwind CSS.
- Deployed and shipped to production on Vercel — live at [exrnaagro.com](#).

D2C E-commerce — Ayurvedic Pain Relief Oil JAN – FEB 2025
Meta Ads Manager — Performance Marketer

- Designed a full-funnel Cold/Warm/Retargeting Meta structure with end-to-end Pixel tracking.
- Tested UGC and problem-solution creatives, scaling winners gradually to preserve ROAS during budget increases.

ROAS 2.5+

CPA ↓35%

CTR ~1.9%

D2C Lifestyle Brand — Semi-Permanent Tattoos MAR – APR 2025
Meta Ads Manager — Performance Marketer

- Built a conversion-focused Meta funnel for a high-consideration SKU with Reels and UGC creatives.
- Executed trust-based retargeting across website visitors and Instagram engagers, managing creative refresh cadence.

CTR ~1.7%

Stable CPA at scale

Corporate & Wellness Websites APR 2025 – PRESENT
MERN · .NET · Firebase — Full-Stack Developer · ExRNA, ExRNA Rare, Sambodhi Retreat, Vastu Vihar

- Built responsive, SEO-ready corporate and wellness websites with structured data, accessibility, Core Web Vitals tuning, and full compliance pages.

WhatsApp Marketing Automation APR 2025 – PRESENT
WhatsApp Business API · CRM — Marketing Automation

- Built auto-responses, broadcast campaigns, and CRM-integrated follow-up sequences — cutting repetitive communication work and enabling near-instant first response.

~40% less manual work

Near-instant response

KEY ACHIEVEMENTS

- Shipped **VV Field**, a full-stack construction-ops app driving +60% sales uplift and +50% more monthly unit deliveries.
- Scaled real-estate lead-gen to **8,842 qualified leads** (+71% YoY) while cutting CPL ~44% on a ₹15L+/month budget across 10+ cities.
- Scaled a D2C Ayurvedic brand to **ROAS 2.5+** with ~35% lower CPA via a full-funnel Cold–Warm–Retargeting Meta structure.
- Delivered **~1.7% CTR** and stable CPA at scale for a D2C semi-permanent tattoos brand using Reels-based UGC and trust-driven retargeting.

CORE SKILLS

PERFORMANCE MARKETING

Meta AdsGoogle Ads

WhatsApp AdsClick-to-Call

Lead GenCPL & ROAS

Funnel DesignA/B Testing

Influencer / UGC

SEO & AUTOMATION

Technical SEOLocal SEOSchema

Core Web VitalsGA4

Search Console

Google Business Profile

PageSpeed Insights

WhatsApp Business APICRM

ExotelAcfone

TECH STACK

FRONTEND & MOBILE

React 18TypeScriptNext.js

ViteJavaScriptHTML5 / CSS3

TailwindFramer MotionGSAP

Capacitor

BACKEND & EDGE

Node.jsExpressHonoPHP

.NETREST APIs

Cloudflare Pages / D1Vercel

DATABASES & TOOLS

MongoDBSQLFirebase

Git / GitHub

AI & GENAI

ChatGPTClaudeCursor

Prompt EngineeringAI Chatbots

INDUSTRIES

- Real Estate
- Biotech & Research
- Wellness & Retreats
- D2C E-commerce

EDUCATION

B.Sc. (Honours)
Radha Govind University
CGPA 7.10 / 10 · 2021–2024

Senior Secondary (XII), Science
SL Arya College · JAC Board
2021

CERTIFICATION

Full-Stack MERN Web Development
Apna College (Virtual) — MongoDB, Express, React, Node; REST APIs, auth, production deployment.
SEP 2024 – MAR 2025

LANGUAGES

- English
- Hindi