BHARATH VALKURU

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PROFESSIONAL SUMMARY

I don't just run marketing campaigns. I build digital growth systems. With 2.9+ years of experience, I've generated 3500+ qualified leads, developed 15+ websites, built AI-powered automations, and created SaaS-ready applications using Vibe Coding tools. My goal is to help businesses grow by combining marketing, automation, AI, and technology into scalable solutions.

SKILLS

Growth Marketing:

- Paid Advertising (Google Ads, Meta Ads)
- Social Media Marketing and Content Strategy
- Website Design & Optimisation
- SEO, GEO, & AEO

AI, Automation & Vibe Coding:

- AI Workflow Automation
- Vibe Coding
- SaaS Product Development
- AI Tools: ChatGPT, Claude AI, Google Gemini, n8n, Lovable, Cursor AI, WordPress, Elementor, WIX, HTML, CSS, Js, Google Analytics 4 (GA4), Google Tag Manager (GTM), Google Search Console, Looker Studio, SEMrush, Ubersuggest, Canva

EXPERIENCE

Ad Manager March 2026 – Present Ardent IT Solution, Hyderabad

- Managed Meta Ads and Google Ads campaigns across multiple brands, generating 2,500+ leads with a strong focus on lead quality and cost efficiency.
- Optimised campaigns based on CPL, lead quality, audience performance, creatives, and conversion data to improve overall campaign performance.
- Built 5+ conversion-focused websites and landing pages aligned with campaign objectives and target audiences.
- Generated highly qualified leads for clients through a combination of paid advertising, landing page optimisation, and targeted campaigns, receiving positive client appreciation.
- Managed end-to-end digital marketing activities, including campaign planning, execution, creative strategy, optimisation, tracking, and performance reporting.

Digital Marketing Executive Feb 2025 - March 2026
Viswam Edutech, Miyapur, Hyderabad

- Planned, executed, and optimised Meta Ads and digital campaigns focused on lead generation and conversions.
- Generated 1000+ qualified leads by optimising audience targeting, ad creatives, and funnel performance.
- Managed SEO strategies, including keyword research, on-page optimisation, and technical improvements to boost organic traffic.
- Analysed campaign performance using GA4 and platform insights to improve ROI and reduce ad spend wastage.
- Managed social media content strategy, scheduling, and engagement growth across platforms.

Digital Marketing Intern Aug 2024 - Feb 2025
Brolly Academy, Hyderabad, Telangana

- Executed SEO strategies, including keyword research, on-page, off-page, and technical SEO improvements.
- Managed Google Ads search campaigns to improve brand visibility and lead conversions.
- Analysed ad and website performance metrics to support campaign optimisation.
- Managed social media platforms and improved engagement through content optimisation.

PROJECTS

Website Design & Development

- Designed and developed 15+ responsive websites across industries including Technology, Digital Marketing, E-commerce, Education, Real Estate, Healthcare, Jeweler and Professional Services.
- Built SEO-friendly, conversion-focused websites with responsive design, landing pages, and optimised user experience.
- Developed websites using WordPress, Elementor, Wix, HTML, CSS, and modern AI/Vibe Coding tools.

Automated Lead Generation Pipeline

- Built an automated lead sourcing workflow using **n8n** to eliminate manual prospect research.
- Integrated the **Apify API** to scrape business leads by category and location.
- Developed a **Python** script to discover and validate business email addresses.
- Generated **300+ qualified leads** through automated sourcing, filtering, and enrichment workflows.
- Automated lead filtering, duplication, and export of clean prospects to **Google Sheets**.

Employee Workflow Management System

- Built a role-based employee management system using **Lovable** for internal team operations.
- Developed modules for attendance tracking, task assignment, leave & WFH approvals, and performance monitoring.
- Created separate Admin and Employee dashboards with secure role-based authentication.
- Currently expanding the platform with a dedicated **Client Dashboard** for project tracking, collaboration, and progress monitoring.
- Centralised operations into a single platform, improving workflow efficiency and team productivity.

CERTIFICATIONS

- **Digital Marketing Certification - Brolly Academy** [View Certificate]
- **Prompt Engineering for ChatGPT - Great Learning** [View Certificate]
- **Introduction to Generative AI - Google Cloud** [View Certificate]

EDUCATION

Intermediate (12th Grade, MPC) SLV Junior College, Dhone 2019–2021