



HELLO, I'M
PRASHANT CHAVAN

THIS IS my

PORTFOLIO



DIGITAL MARKETING & BRAND GROWTH SPECIALIST

I am a results-driven Digital Marketing professional with hands-on experience in offline campaigns, social media management, website development, SEO, paid ads, and brand design.

I have worked across D2C, B2B, Hospitality, Beauty, Travel, Ayurveda, and Education sectors, helping brands grow through strategic marketing and creative execution.



Experience: Digital Marketing, Social Media, Paid Ads, Branding

Focus: Growth, Visibility, Lead Generation & Brand Identity



WHAT I DO

DIGITAL MARKETING STRATEGY

OFFLINE CAMPAIGN SUPPORT

SOCIAL MEDIA MANAGEMENT

GRAPHIC DESIGN & CREATIVES

WEBSITE DEVELOPMENT WEB: WORDPRESS, SHOPIFY, REACT (15+ WEBSITES BUILT)

SEO & GOOGLE MY BUSINESS OPTIMIZATION

META ADS & GOOGLE ADS

LEAD GENERATION & SALES PIPELINE SUPPORT

BRANDING & LABEL DESIGN

CREATIVE: VIDEO EDITING, GRAPHIC DESIGN

AI TOOLS: LOVABLE, CURSOR, BOLT, WINDSURF, NOTEBOOK LLM, CHATGPT, GEMINI, GROK

GROWTH: FUNNEL BUILDING, CUSTOMER BEHAVIOR INSIGHTS, RCA (ROOT CAUSE ANALYSIS)



CASE STUDY 1

SATTVA SKIN — D2C SKINCARE (OFFLINE-FOCUSED BRAND)

Brand Overview

Industry: Organic D2C Skincare

Market Focus: Offline Growth (Salons & Beauty Parlours)

Platforms: Instagram, WordPress Website, Google My Business

My Role: Offline Campaign & Digital Marketing Executive

Challenge

Sattva Skin's primary growth focus was offline expansion through salons and beauty parlours.

The brand needed:

- Strong offline marketing support
- Consistent branding across digital & print
- Improved local visibility on Google
- Digital credibility to support offline sales partners

Objective

Strengthen offline brand presence

Support salon & parlour partnerships

Improve local discoverability

Maintain consistent brand identity online

Strategy

Offline-first marketing approach

Unified visual identity for print & digital

Local SEO through Google My Business

Digital presence to build trust for offline customers

Execution

Designed Instagram posts aligned with offline branding

Created offline posters & promotional creatives for salons

Managed and updated WordPress website

Optimized Google My Business profile:

- Business descriptions
- Images & updates
- Local keywords & visibility

Results

Improved local Google presence

Stronger trust with salon partners

Consistent brand experience across channels

Better customer confidence through digital validation

Impact Successfully supported offline expansion by bridging physical distribution with digital trust.



CASE STUDY 2

AYUGENIX LAB PVT. LTD. — B2B MANUFACTURING

Brand Overview

Industry: B2B / Pharmaceutical & Lab Solutions
Platforms: Website, B2B Portals, Meta Ads, Google Ads
My Role: Digital Marketing & Lead Generation Manager

Challenge

No structured digital presence
No proper B2B lead system
Needed consistent inquiries for sales team

Objective

Build a professional website
Generate B2B leads
Create a sales-ready lead pipeline
Improve brand credibility

Strategy

Website-first lead generation approach
SEO for long-term visibility
B2B portal presence for industry reach
Paid ads for high-intent prospects
Lead tracking till sales handover

Execution

Developed complete business website
Performed SEO optimization
Created & managed profiles across B2B portals
Ran Meta Ads (₹50,000/month)
Executed Google Ads campaigns
Managed customer lead pipeline and coordination with sales
Optimized Google My Business profile:

Results

Consistent inbound B2B leads
Improved brand authority
Structured and trackable sales pipeline
Better conversion efficiency for sales team

Impact Built an end-to-end digital lead generation system from scratch.



CASE STUDY 3

THE RARE BLENDS — PREMIUM BEAUTY BRAND

<https://www.instagram.com/therareblends/>

Brand Overview

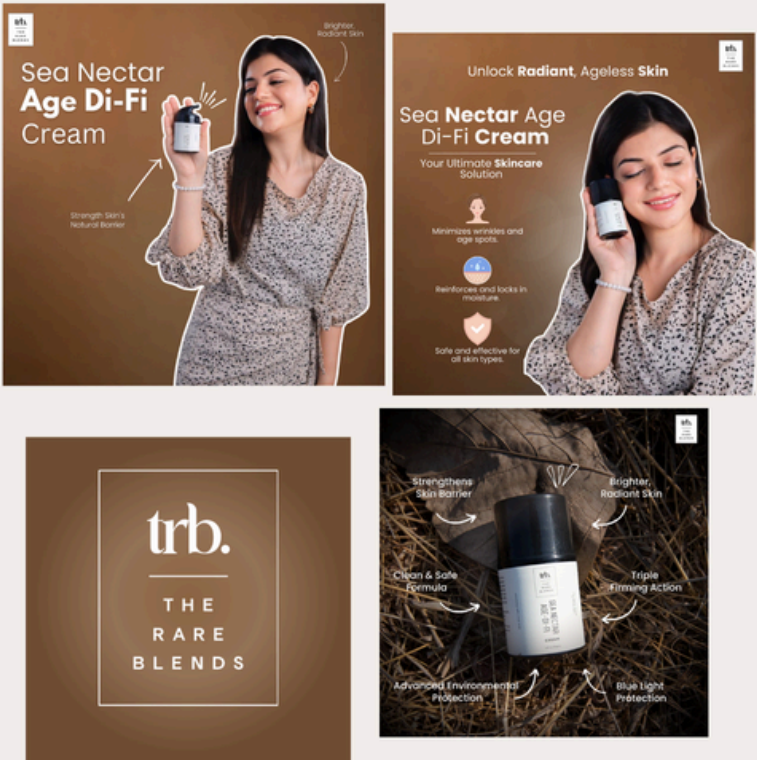
Industry: Premium Beauty & Personal Care
Platform: Instagram
My Role: Social Media Management & Graphic Design

Challenge

Establish premium brand identity
Maintain aesthetic consistency
Build strong visual storytelling

Objective

Create a luxury visual presence
Improve engagement
Strengthen brand recall



Strategy

Premium, minimal design language
Ingredient-focused storytelling
Consistent color palette & typography

Execution

Designed Instagram posts & creatives
Managed visual grid consistency
Created brand-aligned graphics

Results

Improved engagement
Stronger premium brand perception
Consistent and recognizable Instagram presence

Impact Positioned the brand as modern, clean, and premium.

CASE STUDY 4

XCLUSIVE VISION — FASHION & LIFESTYLE

 https://www.instagram.com/xclusive_visionz/

Brand Overview

Industry: Education visa consultation
Platform: Instagram
My Role: Social Media Manager & Content Creator

Challenge

Inconsistent posting
Low engagement
Weak visual identity

Objective

Grow Instagram presence
Improve engagement
Build brand consistency

Strategy

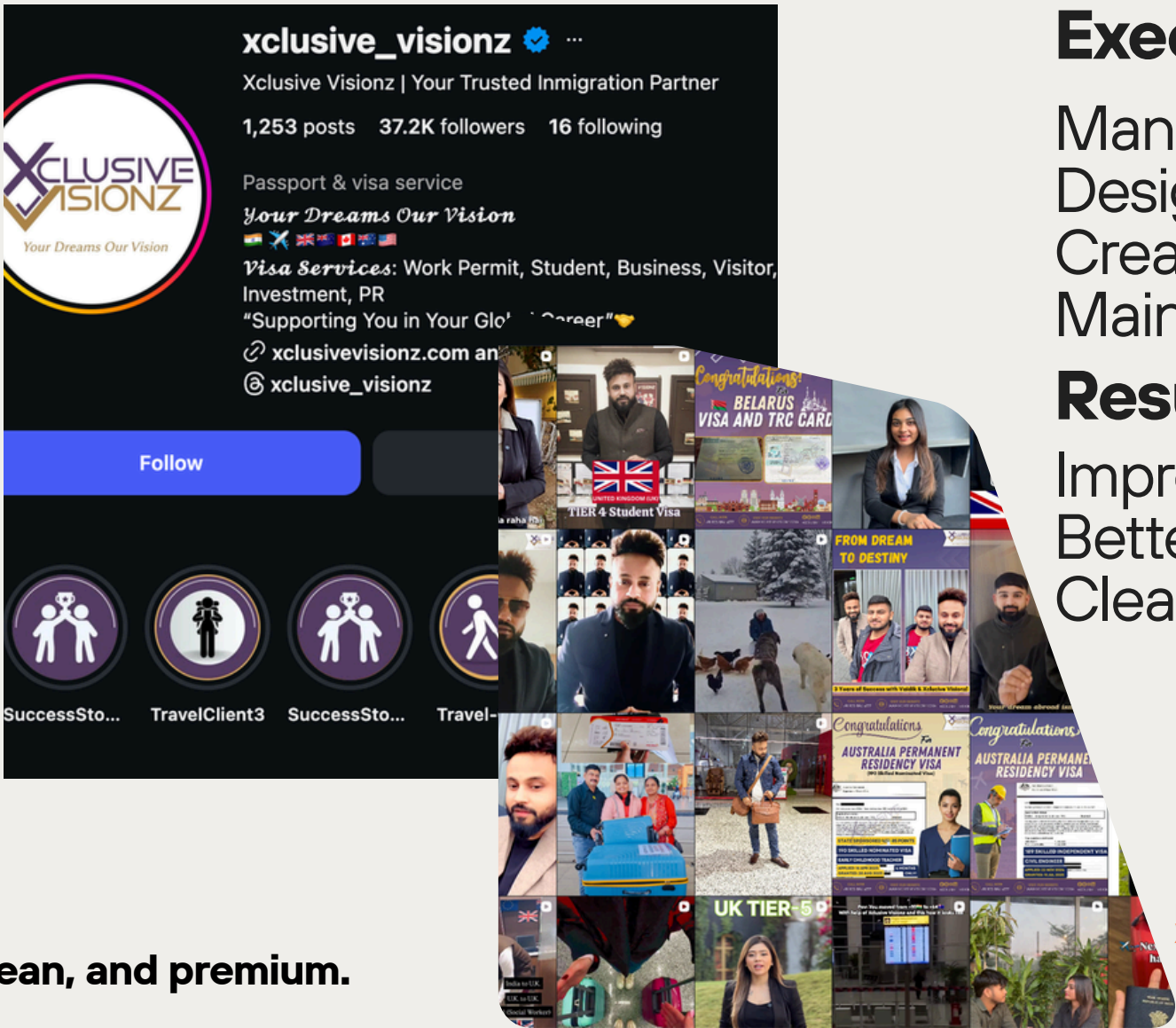
design the graphics using brand color pallet
using viral hook for reel
viral mems for post

Execution

Managed Instagram profile
Designed graphic posts
Created reels for better reach
Maintained consistent content schedule

Results

Improved engagement
Better audience interaction
Clean and consistent brand identity



GRAPHIC DESIGN

https://drive.google.com/drive/folders/IPOnmWtAXnwIPCP0Fh2ybTfWIHU_bjdx?usp=sharing

Impact Positioned the brand as modern, clean, and premium.

CASE STUDY 5

KRISHNA TRAVELS — TRAVEL & TOURISM PORTAL

Brand Overview

Brand Name: Drive U
Industry: Self-Drive Car Rental
Location Focus: Nagpur
Platform: Facebook & Instagram (Meta Ads)
My Role: Meta Ads Manager & Performance Marketer
Monthly Ad Budget: ₹25,000

Challenge

High competition in local car rental market
Need cost-effective inquiries via WhatsApp / Messages
Limited monthly ad budget
Requirement for quick results and local reach

Objective

Generate high-intent messaging conversations
Reduce cost per inquiry
Maximize reach & visibility within Nagpur
Drive bookings for self-drive rentals

Strategy

Visually attractive travel creatives to grab attention
Audience targeting based on travel interest & location
Lead-focused Meta ad campaigns
Budget optimization to maximize inquiries

Execution

Designed high-quality travel promotional creatives
Planned and executed Meta Ads campaigns
Managed ₹30,000 per month ad budget
Optimized ads for lead generation & inquiries
Monitored performance and refined targeting & creatives

Results

Increased travel inquiries
Consistent lead generation within budget
Improved campaign visibility and engagement
Better ROI on ad spend

Impact **Helped Krishna Travels build a reliable inquiry pipeline through creative-led paid advertising while maintaining cost efficiency.**

CASE STUDY 5

KRISHNA TRAVELS — TRAVEL & TOURISM PORTAL

ampaigns

krishnatravel (331301729...

100 Opportunity score

Updated just now

Discard drafts

Review and publish (3)

100x

All ads

Actions

Active ads

Had delivery

See more

Create a view

Search to filter by: name, ID or metrics

Campaigns 1 selected

Ad sets for 1 Campaign

Ads 1 selected

Maximum: Nov 30, 2022 - Dec 30, 2025

Create

Duplicate

Edit

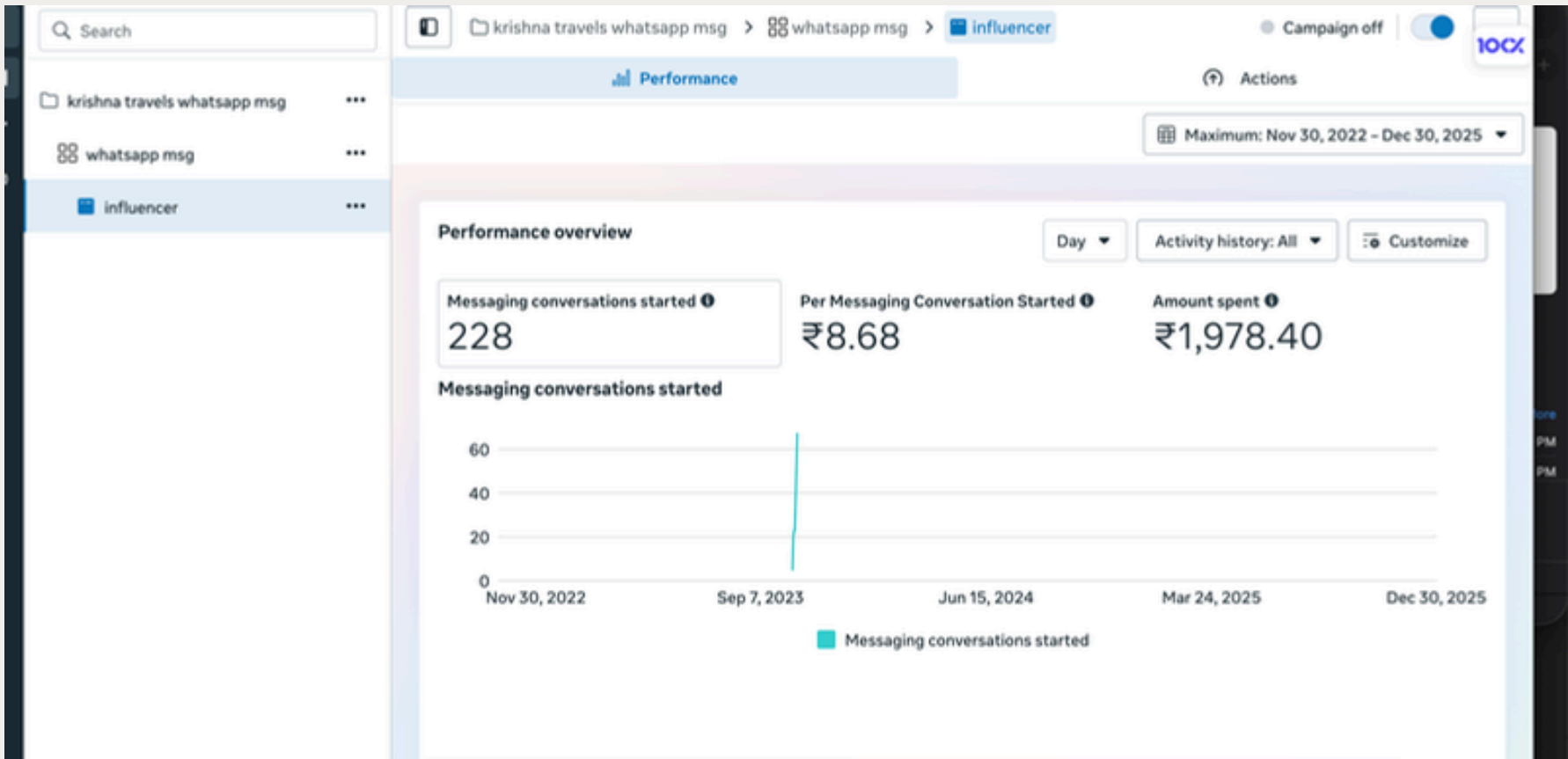
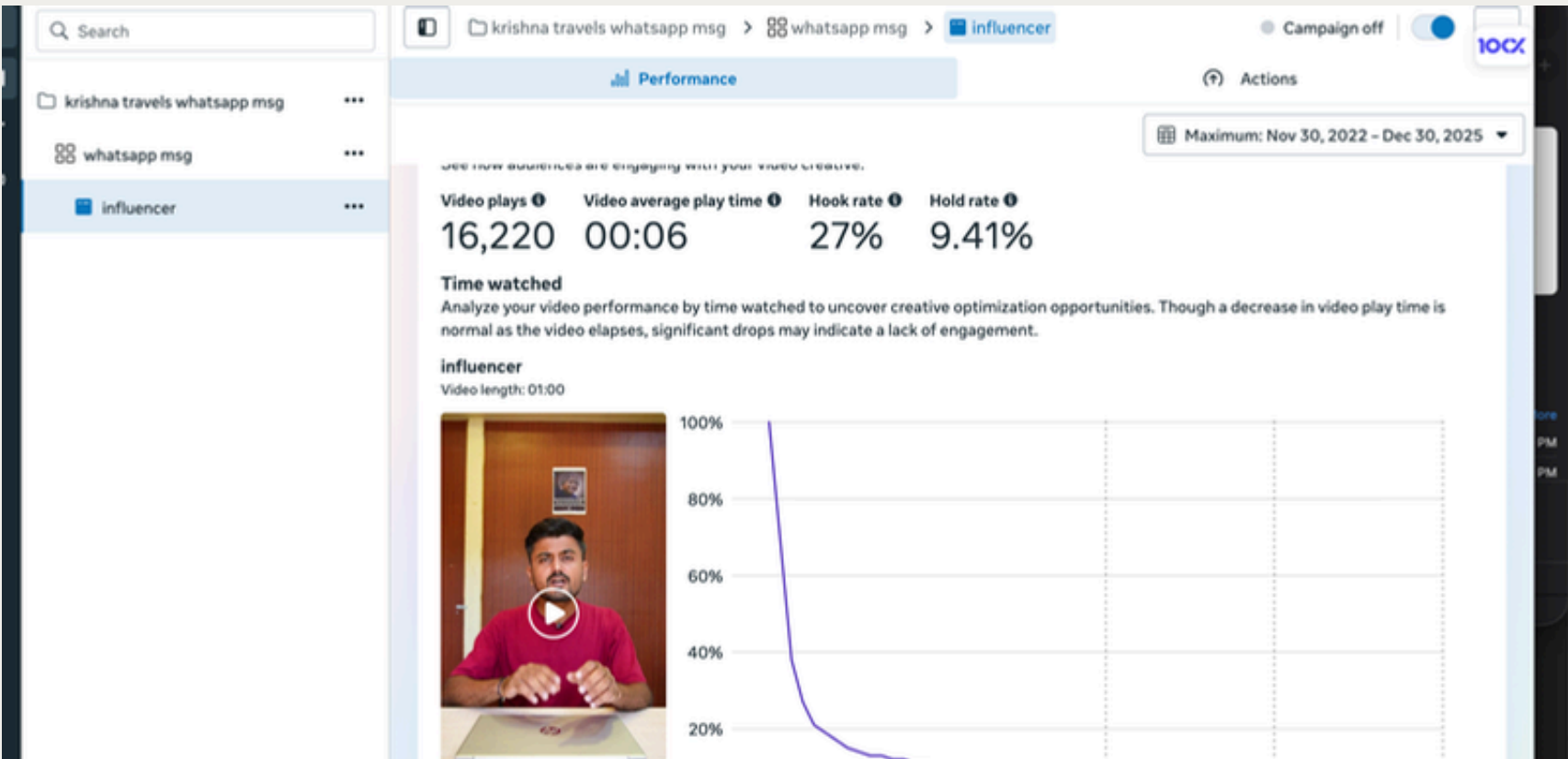
Columns: Performance

Breakdown

Off / On	Campaign	Actions	Results	Cost per result	Budget	Amount spent	Impre
☒	Tailored leads campaign 01/26/2024 Campai... Tailored leads campaign 01/26/2024 Campaign Tailored leads campaign 10/27/2023 Campai...	Ad errors	327 Leads (Form)	₹12.96 Per Lead (Form)	Using ad set bu...	₹4,237.30	
☐			35 Leads (Form)	₹7.52 Per Lead (Form)	Using ad set bu...	₹263.30	
☐	poster ads - Copy		30 Messaging conversat...	₹28.21 Per Messaging Conv...	₹300.00 Daily	₹846.34	
☐	poster ads		4 Messaging conversat...	₹46.14 Per Messaging Conv...	₹300.00 Daily	₹184.55	
☐	Tailored messages campaign 10/19/2023 Ca...				Using ad set bu...	₹0.00	
☐	krishna travels whatsapp msg		228 Messaging conversat...	₹8.68 Per Messaging Conv...	₹300.00 Daily	₹1,978.40	
Results from 8 campaigns Excludes deleted items							

GRAPHIC DESIGN

https://drive.google.com/drive/folders/1PvWhkKpQ_Gng6uB1P7m7CHtX9iQHpVqL?usp=sharing



CASE STUDY 6

DRIVE U – SELF DRIVE CAR RENTAL (META ADS PERFORMANCE)

Brand Overview

Industry: Travel & Tourism

Business Type: Travel Booking Portal

Platforms: Instagram, Meta Ads (Facebook & Instagram)

My Role: Graphic Design & Paid Ads Manager

Challenge

Low online visibility in a competitive travel market

Need to generate consistent travel inquiries

Requirement for eye-catching creatives to promote travel packages

Limited monthly advertising budget

Objective

Increase travel inquiries through social media

Generate leads within a controlled ad budget

Improve visual appeal of travel offers

Drive high-intent traffic to the travel portal

Strategy

Messaging-focused campaign (WhatsApp & Messenger)

Short, high-impact video creatives

Advantage+ audience with location targeting

Creative testing to reduce cost per conversation

Continuous monitoring & optimization

Execution

Created and launched Meta Messaging Ads

Used short video creatives (5 seconds) for faster engagement

Optimized targeting for Nagpur location

Managed ₹25,000 monthly ad spend

Monitored performance metrics:

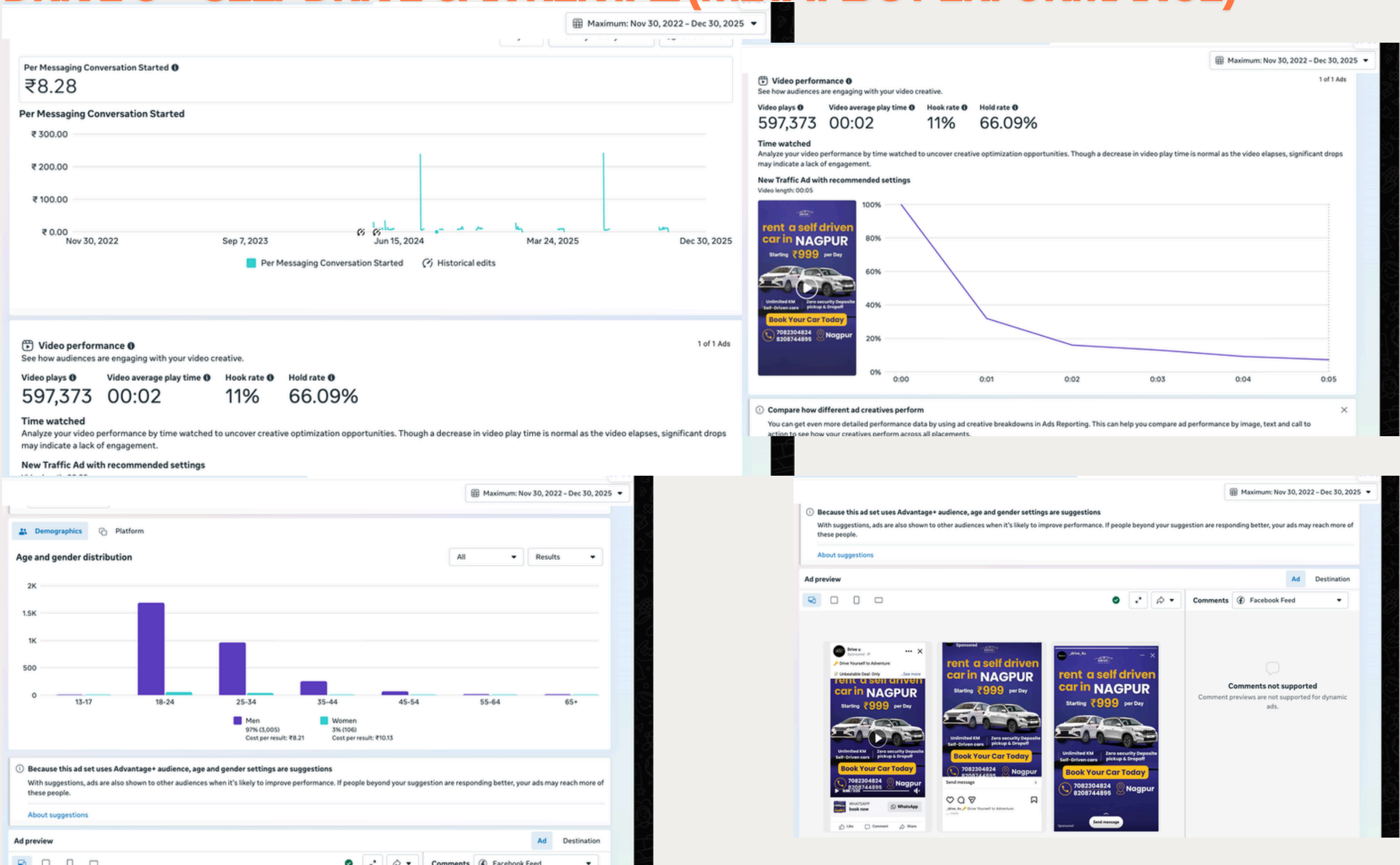
Cost per messaging conversation

Video engagement & retention

Audience demographics

CASE STUDY 6

DRIVE U – SELF DRIVE CAR RENTAL (META ADS PERFORMANCE)



Cost per Messaging Conversation:
₹8.28

Total Video Plays: 597,373+

Hook Rate: 11%

Hold Rate: 66.09%

Primary Audience:
Age: 18–34

Gender: 97% Male

Consistent messaging inquiries at very low cost

MINI CASE STUDIES

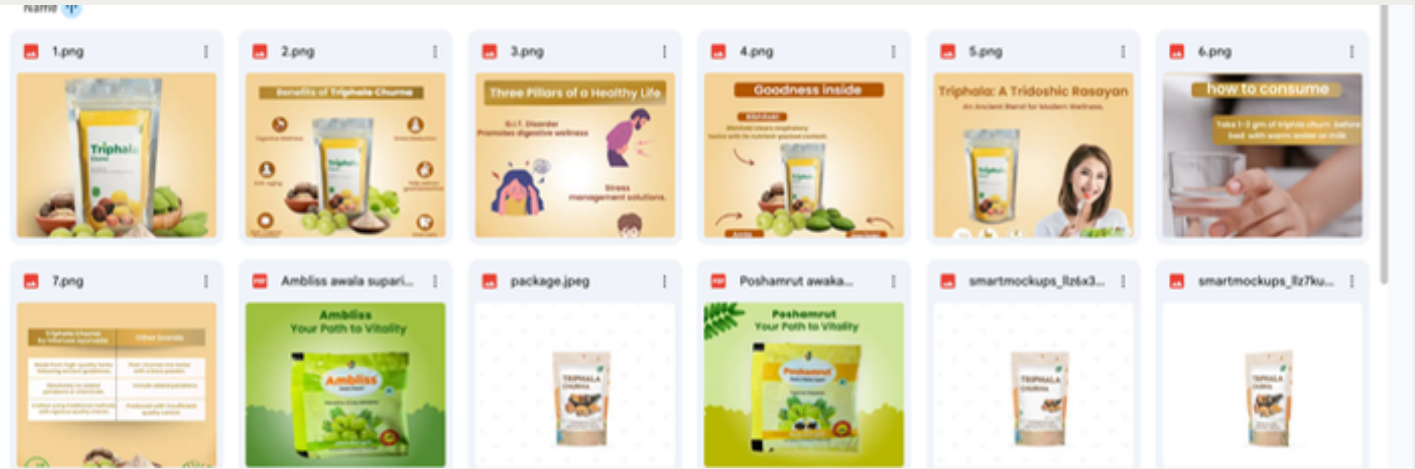
Hilarius Ayurveda

Platform: Amazon infographics

Work: Product graphic design for e-commerce listings

Impact: Improved product presentation & trust

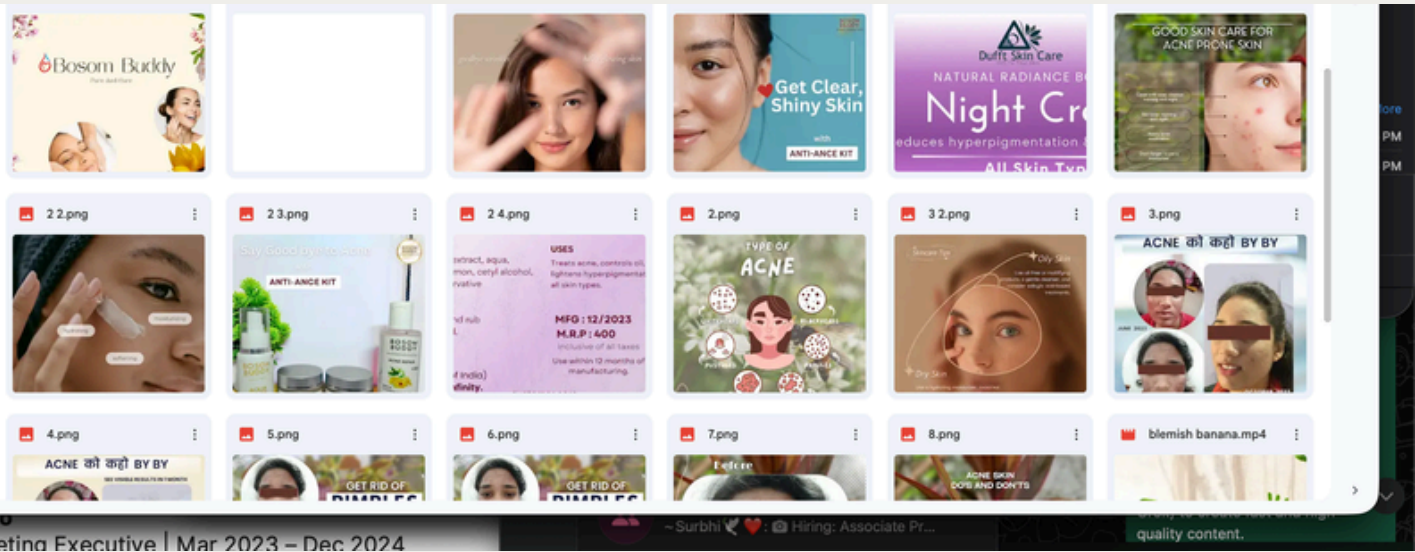
[click here link](#)



Bosom Buddy

Work: Label design & branding

Impact: Clean, professional packaging identity



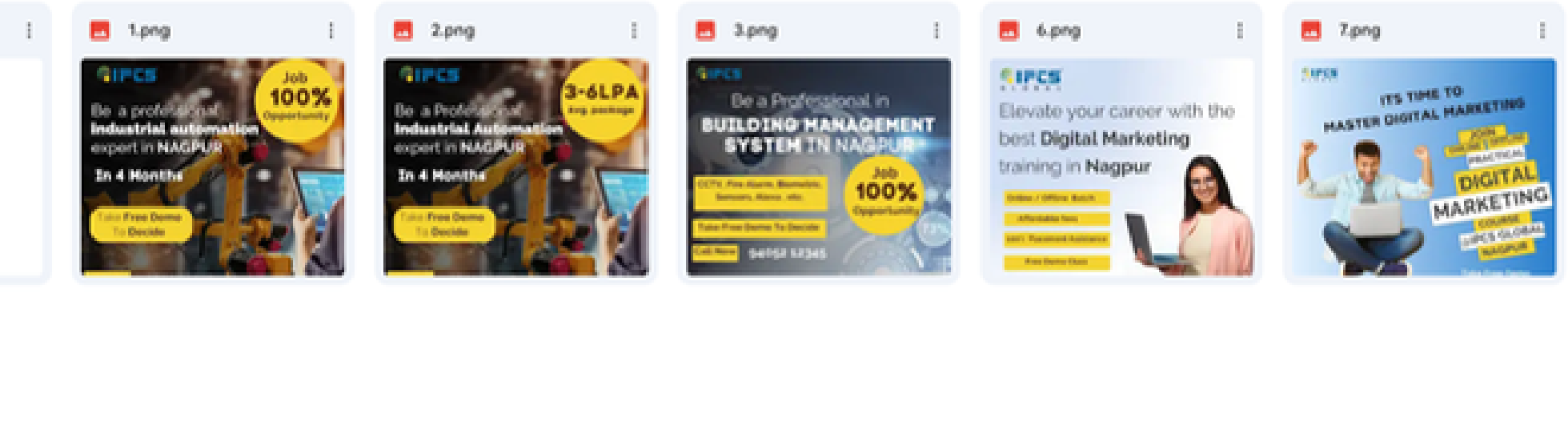
IPCS Global

Industry: Digital Marketing Coaching Institute

Work: Graphic design & Meta Ads for student enrollment

Impact: Lead generation for course admissions

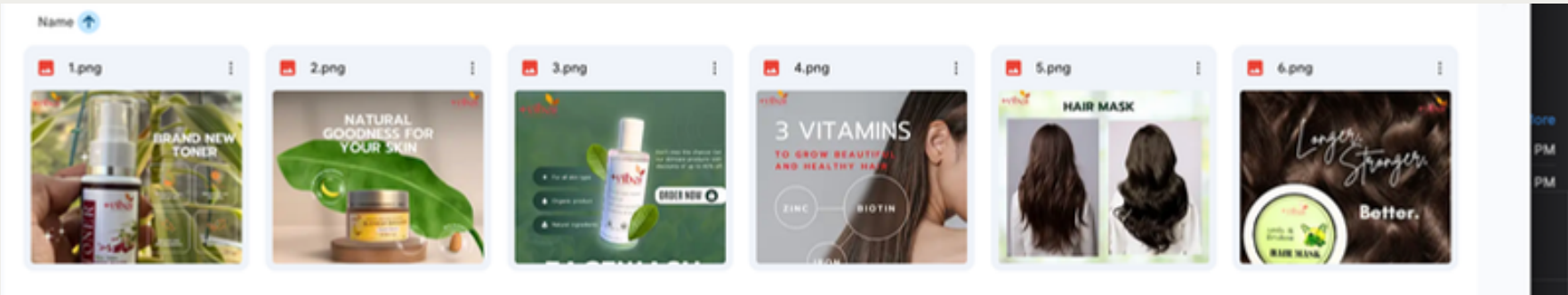
[click here link](#)



+Vibes

Work: Label design & product branding

Impact: Market-ready visual identity



WEBSITE PROJECTS (CREATED BY ME)

Preventine – Healthcare

<https://preventine.org/>

The Good Roots – D2C / Shopify

<https://thegoodroots.store/>

Orofit – Fitness & Wellness

<https://orofit.com/>

Vape Marley – E-commerce

<http://vapemarley.com/>

We Switched Studio – Creative Agency

<https://weswitched.studio/>

IndiaEdite – Media & Services

<https://indiaedite.com/>

**Safe Universe Research – Research &
Education**

<https://safeuniverseresearch.com/>

Tools: WordPress, Shopify, Responsive Design, SEO-friendly structure



MY EXPERIENCE

Nov 2024 – Dec 2025



AYUGENIX LAB PVT. LTD.

AI Growth Product & Marketing Lead | Nov 2024 – Nov 2025

- Developed the official company website from scratch.
- Implemented SEO strategy for organic visibility.
- Created and managed profiles across multiple B2B portals.
- Ran Meta Ads campaigns with ₹50,000/month budget.
- Executed Google Ads for lead generation.
- Managed end-to-end customer lead pipeline and coordinated with sales.
- Helped build a structured inbound B2B lead system.

👉 Detailed case study available in portfolio.





SATTVA SKIN (D2C SKINCARE) Feb 2023 – OCT 2024

Offline Campaign & Digital Marketing Executive

- Supported offline expansion strategy for salons & beauty parlours.
- Designed offline posters & promotional creatives for partners.
- Created Instagram content aligned with offline branding.
- Managed and updated WordPress website.
- Optimized Google My Business profile to improve local visibility.
- Helped strengthen digital credibility for offline sales growth.
- 🙌 Offline + digital integration case study available in portfolio.



FREELANCE EXPERIENCE (2020 – PRESENT)

Built 15+ websites using WordPress & Shopify.

Worked with 30+ brands across skincare, hospitality, travel, education & lifestyle.

Delivered social media, paid ads, branding, posters, and website projects.

End-to-end execution from strategy → creatives → performance.

**LET'S WORK
TOGETHER!**



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SEA NECTAR

Sea Nectar

Age Di-Fi

Cream

Brighter, Radiant Skin

Strength Skin's Natural Barrier

Unlock **Radiant, Ageless Skin**

Sea Nectar Age Di-Fi Cream

Your Ultimate Skincare Solution

Minimizes wrinkles and age spots.

Reinforces and locks in moisture.

Safe and effective for all skin types.

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SEA NECTAR

trb.

THE RARE BLENDS

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SEA NECTAR

Strengthens Skin Barrier

Clean & Safe Formula

Advanced Environmental Protection

Brighter, Radiant Skin

Triple Firming Action

Blue Light Protection

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