



**Hello.
I'm
Pratish
Pallath**

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Let's Talk.

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Summary

Entrepreneurial minded and result-oriented executive with over 10 years experience in digital strategy, website design development & optimization, digital marketing, creative design, web applications, content marketing, automation and business operations.

Certifications

Google AdWords Certified
Bing Ads Accredited

Expertise

Business & Digital Strategy
Web Design & Development
Process Optimization
Web App Development
Creative Design
Branding & Identity
Paid Media Optimization (PPC)
Social Media Marketing
Content Creation & Marketing
Search Engine Optimization
Lead Generation
Process Automation

Tools & Platforms

Adobe (Ps, Ai, Id, Pr, Ae),
WordPress, Google (Ads, Analytics,
Data Studio, GTM), HubSpot CRM,
Facebook Business, LinkedIn Ads,
LAMP Stack, G Suite, AWS, etc.

Hello. I'm Pratish Pallath, Digital Expert.

Work Experience

Founder & Chief

Klub1, Mumbai | 2010 - Present.

Klub1 is a renowned digital agency founded in 2010, based out of Lower Parel, Mumbai. Klub1 specializes in digital solutions that deliver serious performance, in turn helping its clients grow. Klub1 has a varied list of clients, especially in the domains of education, finance and medicine.

- Devised the 'Discovery Session' sales process that maximized client conversion and also led to a holistic understanding of the clients' needs.
- Successfully served over 50 clients of Klub1, which include both SMBs and large enterprises.
- Established Klub1Host in 2012 to cater to provide quality hosting solutions to our clients.
- Released a number of web applications which include CRMs, email marketing suite, AI chatbots, dashboards, lead management systems, LMS, etc.
- Trained and managed a team of 10.
- Responsible for business strategy, marketing operations, identifying new market opportunities, market research, branding, and business development.

Digital Head

Climb First Consultancy Pvt. Ltd., Mumbai | 2011 - 2013.

Climb First was one of the emerging educational institutes offering coaching in all competitive and study abroad tests.

- Redesigned brand identity & website and introduced new marketing strategies
- Optimized marketing process by building mini portals for each course, turning them into primary lead generators.
- Automated lead management and delivery.
- Became highest Google AdWords spender in education industry (India) in 2012
- Contributed to unmatched growth, from 7 centers to 28 centers with revenue of around INR 100 cr within 2 years.