

Adarsh P Kumar

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PROFESSIONAL SUMMARY

Detail-oriented and results-driven Project Manager with 5+ years of experience managing digital marketing and software development projects. Proficient in project lifecycle management, team leadership, and client relations. Skilled in troubleshooting, cross-functional team collaboration, and timely project delivery using tools like JIRA, ASANA, and Google Ads.

KEY SKILLS

- Project Management: **JIRA, ASANA, ClickUp, Slack**
- Web Development: **WordPress, Elementor, wp Bakery HTML, CSS**
- Technical Support: **Remote Support, Client Communication**
- Advertising Platforms: **Google Ads, Meta Ads**
- Software Development Tools: **GitHub, Bubble.io**
- Web Hosting: **Site Ground, Bluehost**
- Cloud Computing: **AWS**
- Documentation & Design: **Figma, Lucid chart, Google Sheets**

PROFESSIONAL EXPERIENCE

LSSR Technologies Pvt Ltd (Fintech)

Project Manager

Jan 2024 - Present

- Managed the development of 15+ websites and a Sales Force Model app, ensuring seamless integration and functionality.
- Led a cross-functional team of UI & graphic designers, and developers, overseeing the execution of design and development projects.
- Directed 6 multi-brand marketing campaigns, driving cross-channel strategies and ensuring consistent brand messaging across all platforms.

Vishfa Digital Solutions (Digital Marketing)

Jan 2023 – Jan 2024

Project Manager

- Managed a team of 17 digital marketers, overseeing the execution of digital marketing strategies for 50+ clients across various industries.
- Directed performance marketing campaigns for 4 direct clients, optimizing strategies to drive measurable results and ROI.
- Coordinated digital marketing activities through Upwork, ensuring timely delivery and high-quality results for clients.

Expedify.io (Digital Marketing)

Oct 2022 – Jan 2023

Associate Project Manager

- Led performance marketing and organic page management for four prominent brands, including [ITC Aashirvaad Soule Creations](#), [Sunfeast Baked Creations](#), and [EscrowPay](#). Maintained consistent communication with clients, ensuring expectations were met.
- Managed and optimized paid media campaigns while driving organic growth and engagement across digital platforms.
- Collaborated with cross-functional teams to ensure alignment in marketing strategies and performance objectives, enhancing brand presence and ROI.

DigiCart (Software & Digital Marketing)

Mar 2020 – May 2022

Project Manager

- Led cross-functional teams, driving collaboration between performance marketing, web development, and software teams to meet client objectives and maximize results.
- Ensured on-time delivery and quality through issue resolution.
- Supervised the completion of 15+ websites and 3+ software solutions, ensuring timely delivery and quality standards.

EDUCATION & CERTIFICATIONS

Bachelor of Computer Application - 2024

Bharathiar University

Google Project Management Certification

Google Agile Project Management Certification

Google Ads Certified

ADDITIONAL INFORMATION

LANGUAGES

Malayalam
English
Hindi

Availability: Immediate