



PRASAD KARWA

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Digital Growth Marketer & Strategiest

Education

BE in Informational Technology

Smt. Kashi Bai Navale College of Engineering Vadgaon,
Pune - 2014 to 2018

Certifications & Qualifications

Marketing in a Digital World

University of Illinois at Urbana-Champaign
Feb 09 - 2017 (Online Course) - 80.9%

Digital Analytics for Marketing Professionals: Marketing Analytics in Theory

University of Illinois at Urbana-Champaign
April 17 - 2017 (Online Course) - 86.3%

Digital Analytics for Marketing Professionals: Marketing Analytics in Practice

University of Illinois at Urbana-Champaign June
06 - 2017 (Online Course) - 85.6%

Viral Marketing and How To Craft Contagious Content

WHARTON University of Pennsylvania
April 10, 2020 (Online Course)

Performance Marketing & LinkedIn Workshop

Growth School - 2022 and 2023

200H Yoga Teachers Training Program

Sri Sri School of Yoga - 2021

Skills

Brand management, consulting & brand strategy,
performance marketing, automations, social media
management, campaign management, video & graphic
designing.

Social Work

Art of Living Teacher, Yoga Teacher. [have impacted
1,00,000+ lives]. 300+ people in my Daily Yoga Classes.
Volunteered for many social causes.

Experience

Digital Marketing - branding, strategising & complete marketing solutions

Habuild [2021 to 2024]

- Marketing strategist : world's biggest referral program (7M+ referrals)
- performance marketer - generated 8M+ leads with avg CPL 10 INR, created ads, campaigns & strategies to help the company reach 4L+ paid community (World's Biggest Paid Yoga Class). 6+ World Record events.

Art of Living [since 2018]

- generated 6M+ leads with avg CPL 8 INR, created ads, campaigns & strategies with 50k+ conversions.
- handled YT, IG & other social media accounts of Gurudev, The Art of Living & connected network pages.

FaceTone [since 2022]

- generated 500K+ leads with avg CPL 6 INR, created ads, campaigns & strategies
- marketing operations & brand management

Others [since 2018] - generated 3.5M+ leads with avg CPL 10 INR, created ads, campaigns & strategies for small companies & individual brands.

Brands includes : JARO Education, OpIndia, Wealth Duniya, Hyenr Solar, HyreSnap (AI Based), Rario (Acquired by Dream11), Little Shloka Book (sold 7000+ copies through performance marketing), Taxking, Biocyll, Pijam Foundation & more...

Influencer Management & Social Media Management

OpIndia [2018] - Digital news agency. Started their YouTube

Art of Living [Since 2019] - managed YT handles of Art of Living, Gurudev Sri Sri Ravi Shankar and increased it by 4x in that span. Created fan pages with more than 5L combined subscribers. Currently consulting them.

Rario [2022-23] - Now owned by Dreams11

Kanak Gurnani, Mayur Karthik, Amit Periwal - managing creators with combine followers of 3M+ & monthly impressions of 50M+ across different platforms

Miscellaneous

Created 50+ websites for different clients.

Created 15+ tools using AI for fun & utility helping myself & clients.