

# Harsh Parmar

## DIGITAL MARKETING AND DELIVERY LEAD

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Digital marketing and delivery lead running client delivery at Startup Savera, an Ahmedabad startup-services agency, across 60+ clients in B2B, B2C, and D2C. The range is the point: full-funnel marketing measured in GA4, WhatsApp campaigns at lakhs-of-contacts scale, production websites, government-scheme funding decks, and a self-hosted platform I run and build tools for. I work AI-native every day, with automatic quality checks on everything that ships, so one person delivers at agency scale.

## SELECTED RESULTS

- 4x** grew the agency's overall revenue after joining, with better retention, lead volume, and organic growth across the client base
- 1 to 3%** WhatsApp reply rate after I rewrote a flat broadcast, at 99% delivered and 64% read, across 78 campaigns reaching lakhs of contacts
- 60+** client engagements run end to end, from discovery and strategy through build, launch, and monthly reporting
- 15+** companies taken through government funding schemes, from primary-source research to submitted decks
- 9** production services I run on one Linux VPS, from project management to a WhatsApp gateway, with nightly backups
- 80+** numbered client quotations produced through a quotation web app I built for the agency, now in production

## EXPERIENCE

### Digital Marketing and Delivery Lead

MAY 2025 TO PRESENT

#### Startup Savera, Ahmedabad

- Grew the agency's overall revenue 4x after joining; improved client retention, lead volume, and organic growth across the client base
- Run client delivery across 60+ client engagements end to end: discovery, strategy, build, launch, and monthly reporting; the agency holds a 5.0 star Google rating across 80+ reviews, including reviews citing funded outcomes
- Run WhatsApp Business API marketing, 78 campaigns reaching lakhs of contacts; rewrote a flat broadcast and lifted reply rate from 1% to 3% at 99% delivered and 64% read, measuring on replies rather than reads
- Own full-funnel marketing for retainer clients: GA4 property design with a lead-event taxonomy across form, WhatsApp, phone, and email; Google Ads (MCC) plus Microsoft, LinkedIn, and Meta Ads; SEO content programs; monthly reporting; and a documented mid-campaign channel pivot on performance evidence
- Led a 17-person delivery pod of freelance and remote contributors; produce campaign creative sets end to end using AI image and video generation through API-based model workflows plus Canva and Figma
- Design and ship production websites in Astro and TypeScript: client sites measure 96 to 99 desktop Lighthouse, the best at 99/100/100/100; also built the agency's own site, startupsavera.com, a 31-service site with city landing pages
- Ran government-scheme funding work for 15+ companies across 5 schemes (Section 80-IAC, Startup India Seed Fund, SAMRIDH, NIDHI PRAYAS, incubator funding) from primary sources, including a paid EU-partnered medtech partnership deck
- Own the agency's commercial function: a 14-category rate card checked against 16 peer agencies, negotiation ladders with a walk-away floor, and 80+ numbered quotations through a quotation web app I built, now in production
- Work AI-native every day: Claude, Claude Code, and Codex as core delivery tooling, multi-agent cross-validation on client engagements, and scripted quality gates on everything that ships

Technical Writer and Market Research Associate

NOV 2024 TO APR 2025

RD EduTech, Jaipur

- Produced technical documentation and research briefs for international clients; market research synthesized into actionable reports

Freelance Web and Technical Projects

2021 TO 2024

Independent, Jaipur / Delhi

- Web and technical projects for early-stage companies; early adopter of AI tools such as Claude, Perplexity, and DeepSeek, and AI-assisted development

Secretary (Community Leadership)

2025 TO PRESENT

Aayushman Vidhya Society, Jaipur

- Lead a registered public-health-awareness society: workshops (recent 65+ attendees), a 6-session Hindi rural-health curriculum, and its 76-page trilingual WCAG 2.2 AA website

Cybersecurity Intern (VAPT)

2019

DR. CBS Cyber Security Services LLP, Jaipur

- Performed vulnerability assessment and penetration testing on production web applications using Burp Suite, Nmap, and OWASP ZAP; produced structured remediation reports

SELECTED PROJECTS

**SEO/AEO/GEO audit practice.** Flagship audit: 74 checked findings with 127 supporting evidence files, each traceable back to what it proves; live AI-engine citation testing across Google AI Overview, Perplexity, ChatGPT, and Gemini. TECHNICAL SEO, AEO/GEO.

**Self-hosted agency platform.** Production services behind Traefik and Let's Encrypt: Chatwoot with a WhatsApp gateway bridged through n8n, OpenProject, Postiz, Umami; nightly rotated backups and client-isolation tooling. DOCKER, COOLIFY, TRAEFIK, LINUX.

**Autonomous social agent.** Agent with SQLite memory, a Telegram interface, and a WhatsApp bridge; published 45 posts and 192 comments unattended over five days, then commissioned its own critical audit. PYTHON, SQLITE, NODE.JS.

**Quotation platform.** Internal quotation SaaS producing pixel-accurate multi-page PDFs; 80+ numbered documents for real client proposals. NODE.JS, EXPRESS, SQLITE, PLAYWRIGHT PDF.

SKILLS

|                        |                                                                                                                                                                                                                                      |
|------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| DIGITAL MARKETING      | SEO, AEO/GEO, E-E-A-T, Google Business Profile, GA4 and event taxonomy, Amplitude, Search Console, Google Ads (MCC), Microsoft, LinkedIn, and Meta Ads, PPC/SEM, HubSpot, content marketing, social media, ORM, analytics reporting. |
| WHATSAPP AND LIFECYCLE | WhatsApp Business API (Interakt), Meta template compliance, campaign design at scale, deliverability and sender-quality protection, Chatwoot.                                                                                        |
| WEB AND CREATIVE       | Astro, TypeScript, Tailwind, WCAG 2.2 AA, Core Web Vitals, Schema.org; AI image and video generation, Canva, Figma, Webflow, Remotion.                                                                                               |
| AI AND AUTOMATION      | Claude / Claude Code, Codex, Perplexity, DeepSeek, agentic workflows, multi-agent cross-validation, MCP tooling, n8n automation, Meta Graph API, deterministic QA gates.                                                             |
| SECURITY AND RESEARCH  | VAPT (Burp Suite, Nmap, OWASP ZAP), OSINT hygiene; ongoing LLM red-teaming, prompt-injection, and guardrail research, backed by a 490+ technique knowledge base.                                                                     |
| INFRA AND COMMERCIAL   | Linux, Docker, Coolify, Traefik, Cloudflare, self-hosting; client servicing, account management, project management (OpenProject, Notion), quotations, pricing, negotiation.                                                         |

EDUCATION

B.Tech in Computer Science, Poornima Group of Institutions, Jaipur, 2021