




Arjun Karath

Marketing Director

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Marketing Professional with a demonstrated history of building brands, accelerating growth, and crafting marketing turnarounds across industries in India and other countries. Arjun has worked in India and China and has led marketing initiatives reaching over 100 Million users and localized brand and marketing campaigns for users across 130 countries. With extensive experience leading Acquisition, Retention, Upsell, and Marcom.



Skills

- SEO and Analytics  Upper intermediate
- Digital Marketing  Advanced
- Customer Acquisition  Upper intermediate
- Customer Retention  Upper intermediate
- Content Marketing  Advanced
- Paid Channels  Upper intermediate
- Market planning and execution  Advanced
- Market Analysis  Advanced



Work History

2020-10 - Current

- **Associate Marketing Director**

Nabler, Now Brainlabs, Bangalore

- Responsible for accelerating the transformation of the business and positioning the company for long- term growth
- Also responsible for revenue marketing activities and brand building
- Activities handled- ABM, Performance marketing, SEO, SEM, PPC, PR, CRO, Growth Marketing, Email Marketing, Brand Management, OOH, Product Marketing, Market Planning, Integrated Marketing, B2B Marketing, etc.

2019-09 - 2020-10

- **Senior Marketing Manager**

Nabler (Now BrainLabs), Bangalore

- Nabler (acquired by Brainlabs) provides future-focused marketing leaders with consulting solutions in the field of Data Science, Digital analytics,

2017-06 - 2019-09

- Business Intelligence, Conversion rate optimization, and UX Research
- Tasked with improving Nabler's brand recall and new user acquisition in AMER, EMEA, and APAC regions
- Leading Rebranding, Marketing Communications, ABM, Social Media Marketing, Growth Marketing, Marketing Technology (MarTech), New Business Development, and Product Development across digital footprints.

Senior Global Marketing Manager

italki, Shanghai

- Italki offers live 1-on-1 online lessons for 150 languages to 30M users
- I was based out of the HQ (Shanghai, China) and worked along with colleagues from 16 different countries
- Drove \$20 Million in revenue in the first year through different marketing channels
- Helped land 12 big mentions/interviews/articles within 1 year (including BBC, Business Insider, NYTimes, Forbes, ESPN, Yahoo News, HuffPost, etc.) improving branded search and direct traffic by 400%
- Built 10 new products and features resulting in MoM revenue growth of \$1 Million and removing budget allocation errors by 90%
- Drove 1000+ CRO experiments on website and landing pages with over a million+ page views
- Worked on growth experiments to improve MoM revenue by 30% and onboarding by 20%
- Created content marketing strategy for users from over 100+ countries building playbooks, ebooks, articles, emails, videos, podcasts, and webinars with leading polyglots.

2014-10 - 2017-05

Senior Marketing Manager

Freshersworld, Bangalore

- Grew the platform to over 10M users penetrating 90% of available market
- Led GTM activities for 15 products helping grow MoM revenue by 40%
- Collaborated with different teams to create new innovative campaigns generating \$2.1M in new annual sales
- 16 Major publications (ET, FE, The Hindu, Indian Express, etc.) leading to MoM organic branded traffic and direct traffic growth of 200% and repeat users' growth by 30%
- Led SEO strategy and implementation (On-page as well as Off-page) resulting in MoM organic growth of 10%, saving paid keyword cost of over \$500000 over course of employment
- Built YouTube growth plan and team from scratch and rolled out 300+ videos garnering 300000 views on average and 1M+ subscribers
- Liaised with multiple Government stakeholders including partners (PwC) to pitch Digital Jobs campaign resulting in signing of an MoU with the Government of India (Union Labor Ministry)
- 30000 users per month through conversion optimization experiments on low-hanging website pages, form optimization, and newsletter registration hooks
- Created user journey maps and planned engagement campaigns increasing automated sales from highly engaged users by 60%.

2012-09 - 2014-09

Marketing Manager

Carmatec, Bangalore

- Carmatec is a marketing agency with divisions for software and marketing services

2011-08 - 2012-08

- Led online marketing team at Carmatec helping grow software services/product and the marketing agency division
- Working with clients on Website content creation, Email Marketing, ABM, SEO, Paid Acquisition, and Social Media Marketing
- Brand Strategy and Communication: Functioning as the employer brand custodian, developing channels, designing and implementing brand campaigns to attract and retain clients.

Sales Marketing Executive

Flipkart, Bangalore

- Flipkart is a major E-commerce company providing online shopping to 350 million+ Indian users
- Starting as a sales executive I got promoted to work in the escalations, logistics, and finally the marketing department
- Phone sales to inbound clients- Highest Sales among 150 executives (Q3 & Q4- 2011-12)
- B2C Marketing Communications handling L3 escalations through email
- Handling and solving Social Media escalations
- Social media tracking and response management
- Coordination with logistics partners like Bluedart, Ekart, Aramax, first flight, etc
- To expedite delivery for L-2 and L-3 escalations within 24 hours!
- Worked with the DnD (Defects & Damaged products) team to analyze customer refunds.



Education

Exec: Business Management

IIM Lucknow - Lucknow

Master of Science: Biotechnology

Vellore Institute of Technology - Vellore

2014-06 - 2015-06

2009-06 - 2011-06