Contact

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(LinkedIn)

Top Skills

Performance Marketing

Media Buying

Lead Generation

Languages

English (Professional Working)

Hindi (Full Professional)

Certifications

Attended Short Term Training
Programme on Recent Advances in
Energy Technology (Under TEQIP -
II)

Introduction to Artificial Intelligence

Foundations of Digital Marketing and
E-commerce

Category "B" Paryavarna Ratana
Award

Honors-Awards

College Representative For Eureka
Business Plan Summit

Statement of Accomplishment
In Introduction To Genetics And
Evolution

Statement Of Accomplishment In
Digital Signal Processing

Publications

Power Generation Using Rice Husk

Prateek Karn

AI Business Architect | Building Intelligent MarTech and AI Systems
for the Modern Enterprise
Jodhpur, Rajasthan, India

Summary

I help organizations evolve from traditional marketing to intelligent
business systems - architectures where data, automation, and AI
work together to drive measurable growth.

As an AI Business Architect, I design Intelligent MarTech
ecosystems that connect sensing, prediction, and action - giving
enterprises real-time insight, faster decision-making, and higher
marketing ROI.

My focus is on building adaptive, intelligence-driven operating
systems that continuously learn and improve - enabling modern
enterprises to scale with precision, speed, and strategic clarity.

Core Stack:
1. AI & ML Frameworks - OpenAI SDK · Vertex AI · AWS SageMaker
· LangChain · LlamaIndex
2. Automation & Orchestration - Low-Code Workflow Platforms ·
Agentic Automation Frameworks · CRM Integrations
3. Data & Analytics - BigQuery · Looker Studio · Tableau · SQL ·
Segment
4. MarTech & CRM Systems - HubSpot · Salesforce · Zoho CRM ·
Customer Data Platforms
5. Architecture & Integration - API Design · Closed-Loop Automation
· Predictive Analytics · Intelligent System Architecture

Experience

Karn Consulting
Principal, Intelligent Systems & Growth Architecture
May 2024 - Present (1 year 6 months)
Jodhpur, Rajasthan, India

I help organizations build AI-powered business systems that integrate
marketing, data, and automation into a single intelligent growth engine.

Key Contributions:

1. Designed Intelligent MarTech architectures that unify CRM, automation, analytics, and AI models - enabling adaptive, data-driven decision-making across marketing and sales.

2. Engineered AI-led lead scoring and predictive segmentation models on AWS and Vertex AI to improve targeting accuracy and reduce Customer Acquisition Cost (CAC).

3. Built automated data pipelines using N8N and Looker Studio to consolidate performance metrics and create real-time ROI dashboards for C-suite visibility.

4. Implemented closed-loop automation workflows on HubSpot and GoHighLevel to accelerate lead nurturing and shorten the sales cycle.

5. Advised clients on automation infrastructure design, MarTech integration, and scalability - ensuring technology, data, and growth strategies operate in sync.

Ashapurna Buildcon Ltd.
Digital Marketing Manager
June 2023 - April 2024 (11 months)
Jodhpur

- Directed a 6-person marketing team, increasing qualified lead generation by over 40% through optimized multi-channel digital campaigns.
- Drove profitability by executing and rigorously tracking KPIs across all digital channels, including PPC, SEO, and social media.

WNS
Google Ads Specialist
December 2019 - June 2021 (1 year 7 months)
Gurugram, Haryana, India

- Managed a portfolio of B2B/B2C client accounts, designing and executing Google Ads strategies that increased client ROI by an average of 25%.
- Handled the full sales cycle from outbound prospecting to high-value contract closure, focusing on enterprise-level clients.

Enterpriser

Founder
April 2017 - October 2019 (2 years 7 months)
Gurugram, Haryana, India

- Founded and scaled a college-level entrepreneurship program connecting over 10k students with industry leaders for mentorship.
- Recruited and managed a team of 30 campus representatives across multiple universities.

Shiprocket
Project Manager
October 2015 - April 2017 (1 year 7 months)
Delhi, India

- Led end-to-end project management for enterprise SaaS e-commerce deployments on the Kartrocket platform.
- Directed a design team to develop user-friendly interfaces and implemented foundational SEO procedures for new clients.

Akosha India
Brand Expert
February 2015 - October 2015 (9 months)
Delhi, India

- Akosha was grievance redressal forum where people used to file complaints against big brands for inconvenience caused to them
- Provided real-time solutions to customer issues via a chat support platform as a chat agent, improving brand-consumer relations for multiple national brands.

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Education

Panjab University
Bachelor's degree, Electrical and Electronics Engineering · (2010 - 2014)