## Contact

imperialkarn@gmail.com

www.linkedin.com/in/prateekkarn
(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

Senior Digital Marketing Strategist | Performance Marketing | Media
Buying | PPC & ROAS Optimization
Jodhpur, Rajasthan, India

## Summary

A strategic Digital Marketing Manager with a decade of experience
architecting high-impact growth strategies across international
markets (US and UK). My core expertise is in owning the end-to-
end B2B sales funnel across diverse industries, including technology
and SaaS. I am adept at managing the full client lifecycle, from initial
lead generation and campaign execution to advising premier, C-suite
level executives on high-impact digital strategy.

I leverage a data-first approach to unify organic and paid campaigns-
overseeing multi-million dollar ad budgets-to optimize for key
commercial metrics including ROAS, LTV/CAC ratios, and campaign
ROI. While my primary focus is B2B, I also have a proven track
record of managing successful B2C campaigns, allowing me to apply
a holistic and adaptable approach to driving measurable growth.

I am a decisive leader, adept at directing high-performance teams
and architecting custom AI agents to transform workflows and
increase operational efficiency. I am passionate about building
data-driven marketing engines that translate directly into profitable
business outcomes.

Core Competencies:
1. B2B Digital Strategy: Lead Generation, Full-Funnel Ownership,
GTM Roadmaps, Account-Based Marketing (ABM)
2. AI & Marketing Automation: Custom AI Agent Development,
Workflow Automation, Lead Nurturing Sequences
3. Performance Marketing: PPC, Google Ads, LinkedIn, Facebook
Ads, CAC/ROAS Optimization
4. Executive Account Management: C-Suite Personal Branding,
Reputation Management, Stakeholder Relations
5. Content & SEO Strategy: Team Management, Content Calendars,
Blogging, On-Page & Technical SEO

6. Data & Analytics: ROI Analysis, LTV/CAC Modeling, KPI Tracking, A/B Testing, Funnel Optimization
7. Outreach & Partnerships: Cold Email Campaigns, Co-marketing, Referral Systems

Marketing Technology and Automation Stack:

1. AI & Growth Automation: Custom AI Agent Development, Zapier, Instantly, Phantombuster
2. Analytics & Tracking: Google Analytics, Looker (Data Studio), Tableau, MS Excel, Google Tag Manager, UTM Builders
3. CRM & Outreach: HubSpot, Salesforce, Lemlist, Zoho CRM
4. Landing Page & Web Tools: Webflow, Vercel, Unbounce, Typeform
5. Content & Visuals: Canva, Figma, Loom
6. Experimentation & Feedback: Hotjar
7. Project Management: Monday.com, Basecamp, Notion
8. Data Integration & Unification (CDP): Segment
9. SEO Tools: SEMrush

Languages known: Python, HTML, CSS, SQL

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# Experience

Self Employed
Digital Marketing Consultant
April 2024 - Present (1 year 7 months)
Jodhpur, Rajasthan, India

1. Architected high-converting B2B sales funnels using ClickFunnels, engineering automated upsell/downsell sequences and integrating payment gateways to maximize average order value.

2. Managed end-to-end marketing automation and CRM workflows on HubSpot and GoHighLevel, implementing sophisticated lead scoring and nurturing campaigns to shorten the sales cycle.

3. Developed and deployed custom machine learning models on AWS for predictive audience segmentation, enabling hyper-targeted ad spend and significantly reducing client Customer Acquisition Cost (CAC).

4. Engineered automated data pipelines using N8N to consolidate campaign data from multiple ad platforms into unified Google Looker Studio dashboards, providing clients with real-time ROI and KPI tracking.

## 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)