

# ADITI DEEPAK KARN

Mount Carmel College

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Aditi Karn 

## SUMMARY

Dynamic professional skilled in digital marketing, AI tools, product management, CRM, SaaS, content strategy, and social media management. Certified in Product Management (CEE), Digital Marketing & Analytics (IIM Mumbai), Google Ads, HubSpot CRM, Zendesk, Airtable, and Microsoft 365. Experienced in managing 10–15 creators across time zones, boosting engagement by 10x through targeted content strategies. Strong background in brand partnerships, campaign execution, and analytics-driven decision-making. Proven leadership in planning cultural and educational events, coordinating cross-functional teams, and maintaining high client satisfaction. Adept at audience engagement, trend analysis, and optimizing digital presence to drive growth and retention.

## EDUCATION

### Mount Carmel College- Autonomous

Bachelor of Commerce (Honours)  
2023-2026

### Indian Institute of Management, Mumbai

Certificate Course in Digital Marketing & Analytics  
March 2025 - October 2025

### Senior Secondary: School of India

Commerce with psychology  
2021-2023  
Boards 2023: 96.7%

## SKILLS

- Artificial Intelligence Tools
- Technical Troubleshooting
- Digital Marketing
- Product Management
- Customer Relationship Management knowledge
- Google Analytics
- Google Ads Search
- SaaS Knowledge
- HRIS basics and Fundamentals
- Content Writing
- Social Media Management

## CERTIFICATIONS

- Product Management: CEE Course
- Digital Marketing and Analytics: IIM Mumbai
- Airtable Builder Certificate: Airtable Training
- Google Ads and Google Analytics: Skillshop
- Customer Relationship Management: HubSpot
- Postman's API Fundamentals Student Expert
- Zendesk Customer Support: Zendesk Training
- HubSpot Service Software: HubSpot Training
- Microsoft 365 basics: Microsoft Learn
- User Management: Freshdesk Academy
- SaaS Fundamentals: SkillUp

## LANGUAGES

- Hindi (native language)
- English- spoken & written
- Marathi
- German- A2

## EXPERIENCE

### Brand Partnerships Head

MCS Media Co. | May-July 2025

- Managed partnerships and a portfolio of 5+ client accounts.
- Coordinated influencer campaigns end-to-end, from sourcing to collaboration.
- Oversaw social media strategy, engagement, and performance tracking.
- Handled inbound and outbound client communication, securing new deals.
- Improved pitches and strategies, contributing to client growth.
- Created high-engagement content, including a viral Instagram post.
- Built brand presence through trend-driven digital content.

### Executive Sales Intern

Adirishabh Export LTD. PVT. | April-May 2024

- Respond to customer inquiries via email or calls.
- Ensuring timely and accurate support.
- Follow up on leads and maintain strong client relationships.
- Manage schedules, organize meetings, and handle day-to-day administrative tasks.
- Maintain and organize confidential information and documentation.
- Research industry trends, competitors, and potential clients to support sales efforts

### Social Media Marketing: Unacademy

Unacademy: Airlearn branch | 2025- present

- Managing 10–15 creators daily across multiple time zones, overseeing content from initial concept to final delivery.
- Creating and refining platform-optimized scripts tailored to audience interests, driving engagement and retention.
- Responding to creator queries promptly, ensuring smooth communication and workflow.
- Increase creator views from ~500 to 5,000–10,000 within two weeks through a targeted content strategy.
- Strengthen brand visibility through consistent, high-quality, and trend-driven content.

### Marketing and Media Intern

Cadabams Group of Hospitals. | June-July 2025

- Planned and executed Instagram content calendars and marketing strategies to promote mental health awareness.
- Created clear, engaging English content tailored to target audiences.
- Coordinated with the marketing team to analyze performance data and refine campaigns for better reach and engagement.
- Co-ordinated amongst groups and doctor teams to gain understanding
- Creating content strips for social media platforms
- A/B testing posting timings on Instagram.

### Secretary at German Association

The German Association at Mount Carmel College- 2024-25

- Led and coordinated administrative operations for the German Association, ensuring smooth communication and workflow.
- Managed and guided a team of 50+ members from diverse backgrounds.
- Planned and executed 5+ large-scale cultural, educational, and social events, along with workshops attended by 100+ students.
- Served as the main liaison with faculty, sponsors, and external partners.
- Implemented strategies to boost member engagement and event participation.
- Oversaw budget allocation, ensuring cost-effective and timely execution of activities.