



GIRISH KARAJGI

Digital Marketing Specialist

About Me

I am a digital marketing specialist with diverse experience leading, managing, and individual contributor roles. I am looking for an opportunity to employ my expertise in SEO, content creation, and digital marketing strategy in driving top-of-funnel growth and generating high-quality MQLs. With a focus on branding, social media marketing, and partner marketing, I am adept at developing and executing campaigns that enhance brand visibility, conversion, and engagement. I thrive in managing vendor relationships and collaborating across teams to help deliver measurable results in fast-paced environments.



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Education

**Indira College of Commerce
& Science**

Bachelor of Computer Science
2013 - 2015

Experience

EXL Clairvoyant (AM) Talent Branding 2023 - Present

I work with different vendors and partners to ensure maximum ROI and timely achievement of marketing objectives. End-to-end process setup from success metrics and strategizing to executing and measurement.

- Content Repository and Strategy
- Social Media
- Vendor & Partner Collaboration
- Event-Based Marketing
- Email Campaigns
- Supporting HR & Recruitment Campaigns
- Case Studies
- MarComm Channel

Vyom Labs **Sr. Digital Marketing Specialist** 2021 - 2023

My team ensured a steady flow of MQLs at the top of the marketing funnel for various business verticals. Supporting sales teams with marketing campaigns to meet revenue targets while leading a team of graphic designers, content writers, and web designers. Partnering with vendors to execute marketing strategies in foreign markets and event-based marketing.

- MQL Generation
- Content Syndication and Marketing Strategies
- Case Studies, Webinars, Whitepapers, and Testimonials
- SEO Audits
- Email Marketing
- Social Media Marketing
- LinkedIn Campaigns
- Monitoring Google Analytics for actionable insights

Exela Technologies **Content Writer / Marketer** 2020 - 2021

As a content creator and marketer, my team was responsible for the end-to-end monthly content syndication plan and content bucket including blog articles, landing page content, social media copies, ad copies, webinar scripts, podcast scripts, video scripts, and press release copies. My team collaborated with external vendors and video production studios for design and production.



Performance Metrics

Account-Based Marketing

Partner Marketing

Vendor Management

Market Expansion

TOFU

SQLs

Cross-functional Collaboration

- Google Analytics
- Marketing Campaigns
- HubSpot and Salesforce
- Email Marketing
- Social Media Marketing
- Blog
- Case Studies
- Press Release
- Video Scripts
- Talent Branding
- Culture & Recruitment Marketing
- Content Strategies
- SEO
- SEM
- RepMan

- On-page SEO
- Content Strategy
- Content Syndication & Marketing
- Collaborating Design Agencies and Production Studios
- Email Marketing Campaigns
- Google Analytics and Search Console

CDK Global

Sr. Process Associate

2016 - 2020

As a part of the SEO department, my team was responsible for on-page SEO and technical SEO audits to ensure our websites always fetched the top five rankings on search engine result pages.

- Title optimization and creating meta description
- Keyword research
- Implementing On-page SEO techniques
- Content creation as per SEO guidelines
- Creating Graphical content like infographics, brochures, logos and banners
- Creating custom content
- Custom illustrations

Enhance & Excel

Business Development Intern

2015 - 2016

As a business development intern, I was responsible for all the frontline sales activities like email database generation, cold calling, setting up webinars and demonstrations, and coordinating with the operations team to arrange for POC.

- Conducting market research
- Writing compelling copy for various social media channels
- Cold-calling campaigns