

Karan Mathur

Experienced digital marketer with 3.5 years of expertise in inbound and outbound lead generation, with a strong focus on the US market. Skilled in leveraging diverse tools to execute targeted campaigns, create engaging content, and deliver measurable results.

Work Experience

Digital Marketing Executive, Octal IT Solution

Oct 2024 - Present

- Developed and executed effective email marketing strategies to drive engagement and conversions.
- Created compelling and relevant content for email marketing campaigns.
- Industry wise data filtration and promote services and personalization tactics.
- Verified and filtered datasets to retain only valid and active email addresses from the various techniques
- Managed marketing initiatives and promotional activities for the company's participation in tech events
- Utilize on-page and off-page SEO techniques to boost content visibility and improve organic search rankings.

SEO Executive, Matellio Inc.

Dec 2021 - Oct 2024

- Implement US market-focused inbound and outbound lead generation strategies via social media, email campaigns, targeted outreach, and industry-specific platforms.
- Conduct comprehensive keyword research to identify high-volume and relevant terms for targeted content creation and optimization.
- Implement on-page SEO techniques, including optimizing meta tags, headings, and content structure, to enhance website visibility and rankings.
- Build links through outreach, guest posting, and directory submissions to boost domain authority and organic traffic.

Languages

- English
- Hindi

Contact

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Education

MBA in Marketing

SKIT College, Jaipur
Aug 2019 - May 2021

BBA

Subodh College, Jaipur
July 2015 - May 2018

Skills

- Email Marketing
- On-Page & Off-Page SEO
- Technical SEO
- Keyword Research
- Lead Generation

Additional Skills

- Social Media Marketing
- Content Creation
- LinkedIn Marketing
- Image Creation

Tools

• Email Marketing:
Mailchimp, Woodpecker, Klenty, Apollo.io, Snov.io, Glock, Instantly.ai, Mailgun, Quickmail, Lemlist, Prooxy.io, TrulyInbox, WarmBox

• SEO
Semrush, Ahrefs, Google Analytics 4, Search Console

Certification

- Certification in Google Ads and Social Media Ads