

Karan Khosla

Product Marketing Manager

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Summary

Creative and strategic marketer with 4+ years of experience growing AI and digital products through smart positioning, strong storytelling, and scalable systems. Led rebrands, built content engines, and launched campaigns that moved metrics and teams. Known for turning technical complexity into clear, engaging user experiences. Focused on driving adoption, not just attention.

Experience

AUG 2023 – PRESENT

InfoObjects Inc. — Product & Brand Marketing Manager

- Led the full rebrand of GenAI, shaping voice, positioning, and messaging across all channels.
- Grew LinkedIn following to 20K+ organically through content strategy and thought leadership.
- Partnered with engineers to define AI use cases and co-design internal tools aligned with product goals.
- Led UX strategy and customer journey design for AI-powered tools.
- Built custom n8n workflows to automate marketing tasks and improve lead nurturing

OCT 2022 – JUL 2023

The 10x Academy — Social Media Manager

- Helped launch CodeAlong 1:1 Mentorship by supporting GTM and campaign strategy.
- Ran 5+ UGC contests on Instagram, driving 1.5K+ entries and 25% audience growth.
- Launched a LinkedIn UGC campaign that generated 240+ high quality leads.
- Created 100+ viral posts, lifting engagement by 60%, and optimized Meta ads to cut CPC by 22% while increasing leads.

SEP 2021 – OCT 2022

D-Amies Technologies — Digital Marketing Manager

- Owned growth for a real estate app, generating \$65K monthly profit via Meta Ads.
- Scaled social following from 1.3K to 5.5K with consistent, targeted content.
- Designed ad creatives that boosted engagement by 65%.
- Wrote and tested high-converting ad copy across campaigns.

FEB 2021 – SEP 2021

Grras Solutions Pvt. Ltd. — Digital Marketing Intern

- Improved SEO content performance by 29% through targeted optimizations across key pages.
- Launched a supplements campaign that drove ₹2.3M revenue in 2 months through focused digital execution.
- Managed social media for five luxury resorts and wrote 40+ brand-aligned content pieces to drive visibility.

Skills & Tools

- Marketing Strategy • Brand Positioning • Growth Campaigns • Paid Media (Meta Ads) • LinkedIn Growth Strategy • Content Strategy • Social Media Management • Campaign Execution • Customer Journey Design • Performance Marketing
- Creative Development • Ad Copywriting • Marketing Automation (n8n) • Agentic AI • AI Workflow Automation • Product Marketing • UX Strategy • Figma • Motion Graphics Editing • Adobe Suite (Photoshop, Premiere Pro, After Effects)

Creative Wins

- 30+ inbound leads via organic LinkedIn strategy • 2M+ organic views on a single video • Delivered creative project for Pidilite

Education

MBA in Marketing — IMT CDL, Ghaziabad (2023–2025)

B.Com (Marketing & Business Focus) — University of Kota (2020–2023)

Certifications

- Digital Marketing Certification – Grras Solutions • Google Analytics Certified – Google
- Fundamentals of Digital Marketing – Google Digital Garage • RS-CIT (IT Literacy) – Govt. of Rajasthan