

KARAN SANGHAVI

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Marketing Strategist with extensive experience in crafting impactful campaigns, leveraging data analytics, market research, and creative direction. Proven track record of enhancing customer engagement, brand recognition and driving significant business growth for healthcare clients in United States. Skilled in developing strategic messaging and marketing tactics that elevate brand presence and optimize online visibility.

MARKETING STRATEGIST

WWW.KARAN-SANGHAVI.COM

EDUCATION

DREXEL UNIVERSITY, PHILADELPHIA, PA

Mar 2021 GPA 3.85

MASTER OF BUSINESS ADMINISTRATION (MBA)

Concentration: Marketing and Business Analytics

CHRIST UNIVERSITY, BANGALORE, INDIA

Mar 2015

BACHELOR OF BUSINESS ADMINISTRATION

Concentration: Marketing

CERTIFICATIONS

GOOGLE PROJECT MANAGEMENT
GOOGLE

CUSTOMER ANALYTICS
WHARTON SCHOOL, UPENN

ARTIFICIAL INTELLIGENCE
IN MARKETING
UNIVERSITY OF VIRGINIA

CONTENT MARKETING
HUBSPOT ACADEMY

CUSTOMER PSYCHOLOGY
YALE UNIVERSITY

SKILLS

MARKET RESEARCH ●●●●●

CREATIVE BRIEFS ●●●●●

PRESENTATIONS ●●●●●

CONTENT STRATEGY ●●●●○

DATA ANALYTICS ●●●●○

OMNI-CHANNEL MARKETING ●●●●○

PROJECT MANAGEMENT ●●●●○

BRAND & DIGITAL STRATEGY ●●●●○

CUSTOMER PSYCHOLOGY ●●●○○

EXPERIENCES

UNLOCK HEALTH, HOUSTON, TX -
HEALTHCARE MARKETING STRATEGIST

- JUL 2021 – PRESENT
- Designed a strategic two-year go-to-market plan for a newly established healthcare network, managing budget exceeding \$150 million.
 - Boosted telehealth adoption for a national hospital network by 35% with a targeted digital outreach program during COVID-19 pandemic
 - Led rebranding initiative for a large scale hospital network, increasing community trust and referrals by 25% by aligning brand messaging and patient core values.
 - Optimized data-driven patient lifetime value to reduce acquisition costs by 20% and boost long-term ROI.
 - Launched a marketing campaign for specialty clinic, driving a 40% increase in inquiries and 22% in new patient registrations within first quarter
 - Developed integrated creative and media plans for healthcare systems within Texas Medical Center, driving engagement and brand recognition.

ALICE & ALBERT INC, PHILADELPHIA, PA -
MARKETING STRATEGIST

- OCT 2020 – JUN 2021
- Achieved 35% increase in client website engagement through primary market research insights, customer persona analysis, A/B testing, and website heatmap analysis.
 - Delivered a 3x increase in lead conversion and a 1.5x improvement in customer retention by implementing data-driven marketing strategies for health, beauty, and wellness client.

SATELL INSTITUTE, PHILADELPHIA, PA
- MARKETING AND DESIGN INTERN

- JUN 2020 – SEP 2020
- Secured 7x increase in social media impressions through implementation of new messaging and brand building strategies.
 - Conceptualized "Satell Million Dollar Match" social campaign; successfully raising \$1 million in donations every year since the start of COVID-19 in 2020.

B. BABU & SONS, HUBLI, INDIA
HEAD OF MARKETING & PRODUCT DEVELOPMENT

- JAN 2018 – SEP 2019
- Increased customer footfall by 45% via integrated omnichannel marketing campaigns and data-driven direct to consumer strategies.

PINK LEMONADE COMMUNICATIONS PVT LTD, BANGALORE, INDIA
- PROJECT MANAGER

- MAY 2016 – DEC 2017
- Increased annual net revenue by 40% as a creative director for 55 clients.
 - Boosted employee utilization by 50% through the implementation of Agile project management funnels and Scrum methodology.

ZOMATO, BANGALORE, INDIA (Runner)
- ASSISTANT MARKETING MANAGER

- MAY 2015 – APR 2016
- Core team member of India's fastest growing startup (Forbes 2016).
 - Spearheaded strategic utilization of \$7.7 million in seed funding to expand operations from only Bangalore to eight more states in 10 months.