

# KARAN SANGHAVI

WWW.LINKEDIN.COM/IN/KARANSANGHAVI29/

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Harnessing a powerful blend of strategic messaging and marketing tactics, I have honed my skills in captivating customer attention and propelling businesses to the forefront of online searches. My expertise lies in crafting unforgettable campaigns that leave an indelible mark on audiences, leveraging data analytics, market research, and creative direction to deliver unparalleled growth for my clients.

MARKETING STRATEGIST

WWW.KARAN-SANGHAVI.COM



## EDUCATION

DREXEL UNIVERSITY, PHILADELPHIA, PA

Mar 2021 GPA 3.85

MASTER OF BUSINESS ADMINISTRATION

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

PSYCHOLOGY  
YALE UNIVERSITY



## SKILLS

MARKET RESEARCH ●●●●●

CREATIVE BRIEFS ●●●●●

DATA ANALYTICS ●●●●○

PRESENTATIONS ●●●●○

DATA MINING ●●●●○

ADOBE SUITE ●●●○○

PROJECT MANAGEMENT ●●●○○

BRAND & DIGITAL STRATEGY ●●●○○

CUSTOMER PSYCHOLOGY ●●●○○



## EXPERIENCES

CARDAMOM DREAM MARKETING PVT LTD, HUBLI, INDIA  
- DIRECTOR

JAN 2024 – PRESENT  
Developed proprietary media strategy model optimizing economies of scale, enabling efficient servicing of small budget clients without compromising profitability

DECODE ADVERTISING, HOUSTON, TX  
- STRATEGIST

JUL 2021 – DEC 2023  
• Developed creative briefs and media plans for top healthcare systems at Texas Medical Center.  
• Conducted 50+ primary market research studies to create inspiration briefs for healthcare and energy sector clients.  
• Calculated patient lifetime value to devise a customer acquisition strategy, resulting in a substantial reduction in cost per acquisition and growth in long-term ROI.

ALICE & ALBERT INC, PHILADELPHIA, PA -  
MARKETING RESEARCH 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 3x increase in lead conversion and 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," which has successfully raised \$1 million in donations every year since the start of COVID-19 in 2020.

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

JUN 2020 – SEP 2020  
• Increased customer footfall by 45% by creating paid marketing campaigns and social 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.

CARTHERO TECHNOLOGIES PVT LTD, BANGALORE, INDIA  
- ASSISTANT MARKETING MANAGER

MAY 2015 – APR 2016  
• Founding member of India's fastest growing startup (Forbes 2016).  
• Spearheaded utilization of \$7.7 million in seed funding to expand operations from one city to eight states in 10 months.