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### **Visa: Green Card (Permanent Resident)**

### **Director of Growth & Demand Generation | Scaling Revenue Through Paid, Organic, Martech, AI, and Full-Funnel Strategy | B2B, B2C, Multi-Location**

Results driven Growth Marketing Leader with 11+ years of experience in demand generation, CRM, marketing automation, SEO and performance marketing, now integrating Generative AI (GenAI) to boost campaign efficiency and personalization. Proven success in driving business growth, optimizing paid media (Google, Meta, LinkedIn, TikTok), and increasing qualified leads through data-driven and AI-enhanced strategies. Skilled in building full-funnel programs, managing Marketing Tech stacks, and leading cross-functional teams. Adept at aligning digital efforts with business goals, leveraging GenAI for content creation, audience insights, and campaign optimization. Passionate about blending creativity, technology, and analytics to deliver measurable impact in dynamic digital ecosystems.

### **Leadership Highlights & Key Achievements**

- **Scaled Franchise Marketing Globally:** Sold over 50 Franchises, Built and led an in-house agency model for iCode, managing 35+ ad accounts and delivering digital support to 55+ franchise partners worldwide.
- **AI, AEO & GEO Growth Leadership:** Deployed AI driven marketing workflows reducing campaign turnaround by 40 percent while advancing AI SEO, AEO, and GEO strategies to strengthen search visibility and future ready demand generation..
- **Multi-Channel Demand Gen Impact:** Reduced CPL by 40% across Google, Meta, LinkedIn, Tiktok through creative testing, automation & conversion optimization.

### **Technical Proficiency & Tools**

- **Marketing Automation & CRM:** Go High Level, HubSpot, Salesforce, Marketo, Mailchimp, Elequa, oracle marketing cloud
- **Design & Creative Tools:** Figma, Canva, Adobe Suite, Photoshop, Illustrator
- **Analytics & Data Visualization:** Google Analytics (GA4), Search Console, Looker Studio, Power BI, Microsoft Clarity
- **SEO & Paid Media Tools:** Content Management System, Google Ads, Meta Ads, LinkedIn Ads, TikTok Ads, SEO, AEO, SEMrush, Ahrefs, Moz.
- **Project & Workflow Management:** Asana, Monday.com, Slack, N8N, Zapier, etc
- **Generative AI & Personalization:** ChatGPT, Jasper, Canva AI, Custom GPTs

## **Professional Experience**

### **Director of Growth & Strategy | Eden Body Art Studios ( August 2025 - Present)**

- Architected a 3-year expansion roadmap to scale Eden Body Art Studios from a single flagship location to 10 high-performing studios, aligning market analysis, capital planning, and operational readiness.
- Created and implemented content SOPs, CRM automation, brand guidelines, and performance dashboards to improve revenue visibility & retention tracking.
- Designed a high-ROI sales funnel, integrating paid ads, organic content and automated follow-up to improve conversion rates and reduce customer acquisition cost (CAC).
- Independently designed & developed the studio website and booking platform, scaling online bookings and extending artist calendars from weeks to six plus months booked.

### **Digital Marketing Manager | iCode Franchise ( June 2024 - August 2025 )**

- Sold over 50 Franchises for B2B growth, Contributed to increased sales of K-12 STEM franchises by implementing focused marketing strategies and lead generation initiatives.
- Managed and optimized multi-channel paid ad campaigns across Google Ads, Meta Ads, LinkedIn Ads, and TikTok Ads, reducing acquisition costs by 40%.
- Developed and Implemented SEO, AEO & GEO strategies, including content development and driving increased organic traffic and improving search rankings.

- Created an Agency in the iCode, managed over 30+ advertising accounts, and helped over 55 Franchises with their advertisements and digital needs.

### **Digital Marketing Manager | Karna Groups LLC ( October 2021 - June 2024 )**

- Executed high-performing Google Ads, Meta Ads and LinkedIn Ads campaigns with a data-driven approach, consistently improving CTR and ROAS while reducing CAC through A/B testing and keyword performance analysis.
- Managed affiliate partnerships and performance marketing initiatives for American Home Shield, a flagship brand under Frontdoor, Inc. and played a key role during the acquisition transition of 2-10 Home Buyers Warranty into Frontdoor.
- Developed and deployed email marketing strategies, Paid Ads, and Demand Generation strategies, achieving a 30% increase in engagement.
- Collaborated with the 7-Eleven Digital & Marketing teams on multiple research initiatives focused on digital growth, customer acquisition, and loyalty programs.

### **Digital Marketing Executive | Softnika ( July 2018 - Oct 2021 )**

- Executed paid media and local SEO programs driving customer acquisition and direct revenue growth for local and multi location businesses.
- Led SEO, CMS, and analytics initiatives for enterprise and consumer brands, enabling data driven marketing decisions and improved revenue visibility across business units.
- Managed multi industry client portfolios, delivering full funnel marketing and website development projects that improved campaign ROI, client retention, and long term revenue growth.

### **Digital Marketing & Social Media Associate | Berlotech ( February 2016 - July 2018)**

- Built and managed SEO driven content, email marketing, and social media programs to grow organic traffic and engagement.

- Developed and managed a responsive website and executed paid campaigns across Facebook and other channels to drive sales for AI and ML training programs.

### **Digital Marketing & Social Media Freelancer ( January 2015 - February 2016)**

- Delivered SEO, paid media, and website development programs supporting B2B and B2C demand generation and digital presence growth.

### **Education**

**Dr. MGR University** - Bachelor's Degree in Computer Science & Engineering

### **Certifications & Specializations**

- **Meta (Facebook):** GenAI in Social Media Marketing, GenAI in Data Analytics
- **University of Virginia:** Generative AI in Marketing Specialization
- **Google:** Google Ads Search, Google Ads Display, Google Ads Video, Google AI-Powered Performance Ads, Google Analytics
- **HubSpot** - Content Marketing, Email Marketing, Inbound Marketing, Social Media Marketing, SEO Certification, Digital Advertising, Technical SEO Certification

### **Industries Experience**

Education, EdTech, Healthcare, Technology, Retail, E-commerce, Automobiles, Fintech, Banking, Media, Fashion, Hospitality, Franchise Marketing, SaaS & B2B Tech, Cosmetics, Food & Beverage (CPG), Affiliate Networks, Restaurants, Hospitals, etc

### **Clients Experience**

iCode, American Home Shield, Frontdoor, 2-10 Home Buyers Warranty, Flipkart, Bigbasket, Tyson Foods, Unilever, Boat Lifestyle, 7- Eleven, Razorpay, Afinoz (Digitalizing Finance), etc.

**Thought Leadership & Publications :** Gender Dynamics in Tattoo Culture: Participation, Representation, and Artistic Leadership

DOI : <https://www.doi.org/10.58257/IJPREMS45023>