

Karan Hora

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A Results-Oriented and Efficient, **Marketing and Communications Professional** with an experience in event management, marketing and digital advertisement. **An MBA graduate in Marketing from SP Jain** with an experience in **Media & Communication industry** and **Logistics industry** with the desire to be a new age marketer. With an excellent eye for design, market research and advertising skills coupled with relationship-building skills ensures the ability to network skilfully and build mutually beneficial relationships.

KEY ACHIEVEMENTS

Aussizz India: Acted as a **digital problem solver** for an internal team of 42 members while handling off-shore clients. Provided solutions to various questions and came up with innovative ways to create and execute various **marketing plans** to **reduce costs and increase efficiency** through **data and marketing analysis**.

Royal Matrimonial Services: Fully accountable for the **digital media presence** – adapted SEO and SMO optimisation resulting in significant increase in engagement and traffic. (**+25% more lead generation**)

Aramex: Developed **sales and marketing strategy** for strategic accounts and Account based-marketing strategy with the inclusion of marketing automation softwares.

Franchise India (Entrepreneur.in): On- boarded Lenders, Incubators, mentors and start-ups to BusinessEx.com while attending press conferences and events on behalf of the company.

Indo-Asian News Service: Covered Olympics and took interviews of sports personalities which lead to articles being published by leading newspapers and websites.

PROFESSIONAL EXPERIENCE

Aussizz India, Ahmedabad
Marketing Intern

August 2019- Present

- **Automated all campaign and analytics reports** to the management and clients- weekly, monthly & quarterly while creating **dashboards on Google Data Studio and Tableau**.
- Performed **market research & analyses** for different products and provided with **competitive intelligence** in terms of **digital presence and brand equity**.
- **Performed STP** for various products and built **paid marketing strategies** for **off-shore clients in Australia, India and Middle-East**.
- Provided useful insights to Digital Marketing Manager which further **helped reducing Cost per result to reduce by 46%** and **increase traffic on social media channels**.
- Helped in **configuration, management and maintenance** of **analytics related products and software (Google Analytics, Data Studio, Google Ads, Google Search Console, Marketing Automation products, Email Marketing analytics, Social Media analytics)**

Aramex, Dubai
Marketing Intern

September 2018-January 2019

- Conducted advanced market and **competitive analyses along with the financial analysis**, highlighting opportunities and trends with company profiling.
- Developed **marketing strategy** for specific campaigns for **strategic accounts** while coordinating with internal stakeholders.
- Learnt and helped in on-boarding **Account Based Marketing** and **marketing automation software** with **AI and Data Analytics**.
- **Content generation** for company website, company presentation, brochures and case studies.

Franchise India (Entrepreneur.in), Delhi/NCR
Management Trainee

March 2017-April 2017

- Covered **press conferences, events** and **wrote content** for Entrepreneur.in and BusinessEx.com.
- Interviewed **Investors, Venture capitalists** and **Entrepreneurs** regarding their business and new investments.
- On boarded **Lenders, Investors, Incubators, Mentors** and **start-ups** to BusinessEx.com.
- Assisted in building **Website** and amend changes in BusinessEx.com.
- Wrote and edited Business articles for **Franchiseindia.com, Entrepreneur.in** and **BusinessEx.com**.

Indo-Asian News Service (Reliance ADAG), Delhi/NCR
Journalist Intern (One month Internship)

August 2016

- Had the opportunity of covering **2016 Rio De Janeiro Olympics**.
- Attended **press conferences** and **interviewed** athletes & sports personalities.
- Successfully delivered stories which were **published** by leading **newspapers** and **websites** worldwide.
- Reported to sports desk chief and assisted in **operations of sports desk**.

Royal Matrimonial Services, Delhi
Marketing Intern

December 2015-April 2016

- Planned and executed **Digital Marketing campaigns** for **AdWords** and **social media** providing **25% more lead generation**.
- Provided assistance in **revamping the website** with the help of **WordPress** and communicating with the agency on various parameters.
- Planned, executed and managed **Search Engine Optimization, Social Media Optimization** and **Search Advertising Campaigns**.
- Successfully meet KPI's of **increased CTR, reduction in CPC & CPM** and increased lead generation
- Assisted in managing **BTL and ATL** marketing by **Events, OOH-advertising**, procurement of **Ad sites** and generating **brand content**.

ACADEMIC QUALIFICATIONS

Master's in Contemporary Marketing Management (MBA)

SP Jain School of Global Management, (Singapore, Sydney, Dubai)

Global Immersion Project 1 and 2: Exploratory study on **marketing strategy** used in **Brick and Mortar- Retail store**.

- **Brand and Product positioning** in consumer buying behavior. Analyzed unique brand positioning of global brands in APAC region
- Suggested effective methods that brands can use for better positioning and increase **ROMI for In-store marketing mix**.

Global Immersion Project 3: Study on factors influencing the purchase decision of male grooming products by millennials in Dubai.

- Suggested factors on which brands could capitalize to increase the year-on-year sales growth percentage

Bachelor of Journalism and Mass Communication

Vivekananda Institute of Professional Studies, **IP University**, Delhi

Bachelors in **Journalism and Mass Communication**

Key Modules: Advertising, Public relations, Marketing, Event Management

Project: Impact of celebrity endorsements on consumer behaviour in India.

Skills

Digital marketing, Data Analytics, Financial analysis, Integrated Marketing Communication, Market Research, Media Planning and Buying, Strategic Brand Management, Strategic Planning, Sales and Channel Management, Web Mining, Text analytics, Advertisements, Event Management, Account- Based Marketing and Marketing Automation.

Certifications and Extra Curricular

- Successful **Practitioner of MARKSTRAT** by STRATX SIMULATION and **Data Analytics Practitioner** on Rapid Miner.
- Member of **Placement committee** at SP Jain, assisting students in securing internships and jobs.
- Secured **first place in Delhi State Badminton Championship** and **IP university Badminton Championship in Men's Singles & Doubles**.
- Represented **Delhi and IP University** at **National badminton meets**. Pre-quarter finalist at **All India University Badminton Meet**.