

Karan Patel

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SUMMARY

Experienced marketing leader with 10+ years in product marketing and go-to-market strategy, including integrated campaigns and narrative-driven messaging. Proven record in launching products and enhancing customer outcomes through cross-functional collaboration. Expertise in data-driven decisions and value proposition development that drive competitive differentiation and measurable business impact.

SKILLS

- **Marketing & Strategy:** Integrated Campaign Strategy, Customer Journey Mapping, Paid Media (TV, OOH, Digital, Retail Media Networks), Performance Marketing & KPIs, Budget Management, Data-Driven Decision Making, Integrated Marketing, Product Marketing, Marketing Channels Understanding, GTM (Go-To-Market) strategies, Content Creation, B2B Marketing Experience, Retail Marketing Industry Experience
- **Collaboration & Communication:** Cross-functional Collaboration, Content & Brand Storytelling, Creative Briefing & Agency Oversight, Customer Relationship Development, Product Storytelling and Digital Performance Tactics, Customer Relationship Management, Product Launch
- **Technical & Security:** AI & Emerging Tech Familiarity, Process Improvement, Network Security
- **Tools & Platforms:** Google Workspace, Slack, Adobe Creative Suite, Asana, Pardot, Salesforce, Meta, Amazon Ads/Walmart Connect, SQL, Microsoft PowerBI, Tableau
- **Education & Credentials:** Marketing Degree, Business Degree, Product Marketing Certification
- **Professional Values:** Inclusion Commitment

PROFESSIONAL EXPERIENCE

BMW USA

February 2025- October 2025

Marketing Manager – Campaign Management / Paid Media / Performance Marketing

- Managed paid media campaigns for BMW X3, X5, and X6, driving 25% increase in purchases and showroom traffic growth.
- Oversaw \$5M+ annual paid media budget across Google Ads, Meta Ads, and programmatic display, achieving 20% YoY cost-per-lead reduction.
- Managed \$3M+ in global marketing initiatives spanning 30 international markets, optimizing omnichannel campaign operations through performance tracking and ROI-driven execution.
- Executed audience segmentation, geotargeting, and messaging frameworks, resulting in increased lead quality by 24% and higher conversion rates.
- Directed SEO, PPC, social, and display campaigns, generating 30M+ impressions annually and measurable ROI improvement.
- Implemented A/B testing, landing page optimization, and funnel analysis, boosting campaign conversion rates by 18%.
- Utilized Salesforce, Pardot, Google Analytics, and WordPress for campaign tracking, KPI reporting, and content management.
- Partnered with dealer networks and client services to optimize lead flow, pipeline health, and media ROI across regions.

Palm Beach Soles

Jan 2019 - Present

Senior Product Marketing Director/ Advisory

- Launched a luxury DTC brand achieving 10,000+ annual orders and an ARR of \$3.5M by designing integrated product marketing campaigns that highlighted brand stories and effective GTM strategies.
- Delivered a 40% YoY growth in digital engagement by executing full-funnel, performance-based campaigns across Meta, email, and paid media in NA, EMEA, APAC, and LATAM, advancing brand visibility and conversion efficiency across diverse audiences.
- Directed multi-channel marketing initiatives across Facebook, Google Ads, influencer programs, and email automation, collaborating with cross-functional teams to enhance brand awareness and drive customer engagement.
- Championed data and conversion optimization by driving the adoption of Meta and Shopify's Conversions API, yielding \$3.6M in incremental revenue and a 15.7% lift in advertiser performance, leveraging analytics and scalable enablement programs.
- Enhanced the UX/UI of the Shopify store through AI/ML improvements and customer journey mapping, aligning digital innovation with secure and clear messaging to support product differentiation.
- Utilized analytical insights to optimize ad spend and improve overall ROI by 38% in 2024, reinforcing data-driven decision making in product marketing execution.

Florida Chamber of Commerce

Feb 2024 - Feb 2025

Senior Director of Marketing

- Achieved a 400% ROI by executing data-driven integrated product marketing campaigns that combined clear messaging with strategic customer outcomes and competitive market positioning.
- Orchestrated digital and event strategies that boosted engagement by 30% and increased lead generation by 20%, ensuring cohesive narrative delivery across channels.
- Managed a \$5M+ budget while streamlining financial processes, thereby reinforcing the integration of product messaging with executive initiatives and customer value propositions.

- Collaborated with cross-functional GTM and executive teams to align product innovations with market needs, contributing to a 15% sales growth through effective narrative building.
- Implemented influencer and event strategies that elevated brand visibility by 25%, supporting comprehensive campaign storytelling through targeted product collateral.
- Modernized CRM processes to improve retention tracking by 25%, enhancing customer relationship management and future marketing plans.

CGA Holdings Inc.

Jan 2023 - Feb 2024

Senior Integrated Marketing Manager

- Led end-to-end planning and execution of multi-channel integrated campaigns, elevating overall campaign performance by 20% with focused product launch strategies.
- Collaborated with Product, Sales, and Communications teams to ensure consistent product messaging and a seamless customer journey, aligning marketing efforts with competitive differentiation.
- Managed a \$3M+ marketing budget while refining spending strategies to achieve a 26% ROI, underpinned by data-driven insights and strategic content creation.
- Directed internal and agency creative teams to craft innovative strategies that boosted brand recall by 20% and effectively supported new product introductions.
- Mapped customer journeys to optimize targeting and conversions, resulting in a 15% lift in engagement and improved activation across marketing channels.
- Assessed campaign KPIs such as CPC and CTR to inform strategic decisions, enhancing future initiatives with precise market insights.

Alternatives to College Inc.

Jan 2017 - Jan 2023

Integrated Marketing Manager

- Managed B2B integrated campaigns across telecom and enterprise verticals, driving a 15% increase in initial product sales through precise product marketing and messaging strategies.
- Launched digital advertising initiatives that generated over 2,000 weekly engagements and 400+ clicks, leveraging targeted digital content and go-to-market tactics.
- Boosted website traffic by 34% by leveraging SEO, blog content creation, and user-focused site enhancements, supporting integrated marketing campaign objectives.
- Coordinated with cross-functional teams to deliver cohesive brand messaging and seamless go-to-market execution, ensuring alignment with business strategy and customer needs.

EDUCATION

New England College

Master's, IT and Cybersecurity

Lynn University

MBA, Entrepreneurial Management

A.D. Patel Institute of Technology

Bachelor, Electronics and Communications